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# Electrical Merchandising

The Business Magazine of the Electrical Trade

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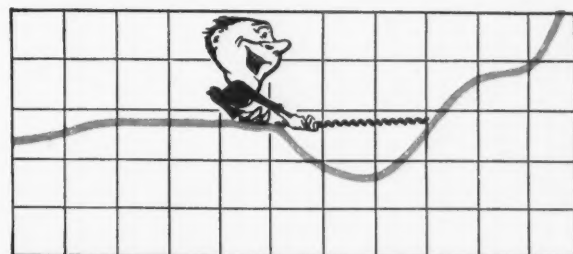
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JAN. FEB. MAR. APR. MAY. JUN. JUL. AUG. SEP. OCT. NOV. DEC.

## Taking the Slack Out of the Sales Curve

**W**HAT to do about the summer slump in sales is the problem now facing merchants in almost every line.

The buying public in the next three months is supposed to buy nothing but seasonable summer goods, merchandise that will contribute to hot weather comfort or vacation festivity. This very situation constitutes a sales opportunity for the electrical merchant — — for there is no merchandise which fills so many and such varied summer wants and necessities as electrical merchandise, which provides the essentials of summer coolness, comfort and health.

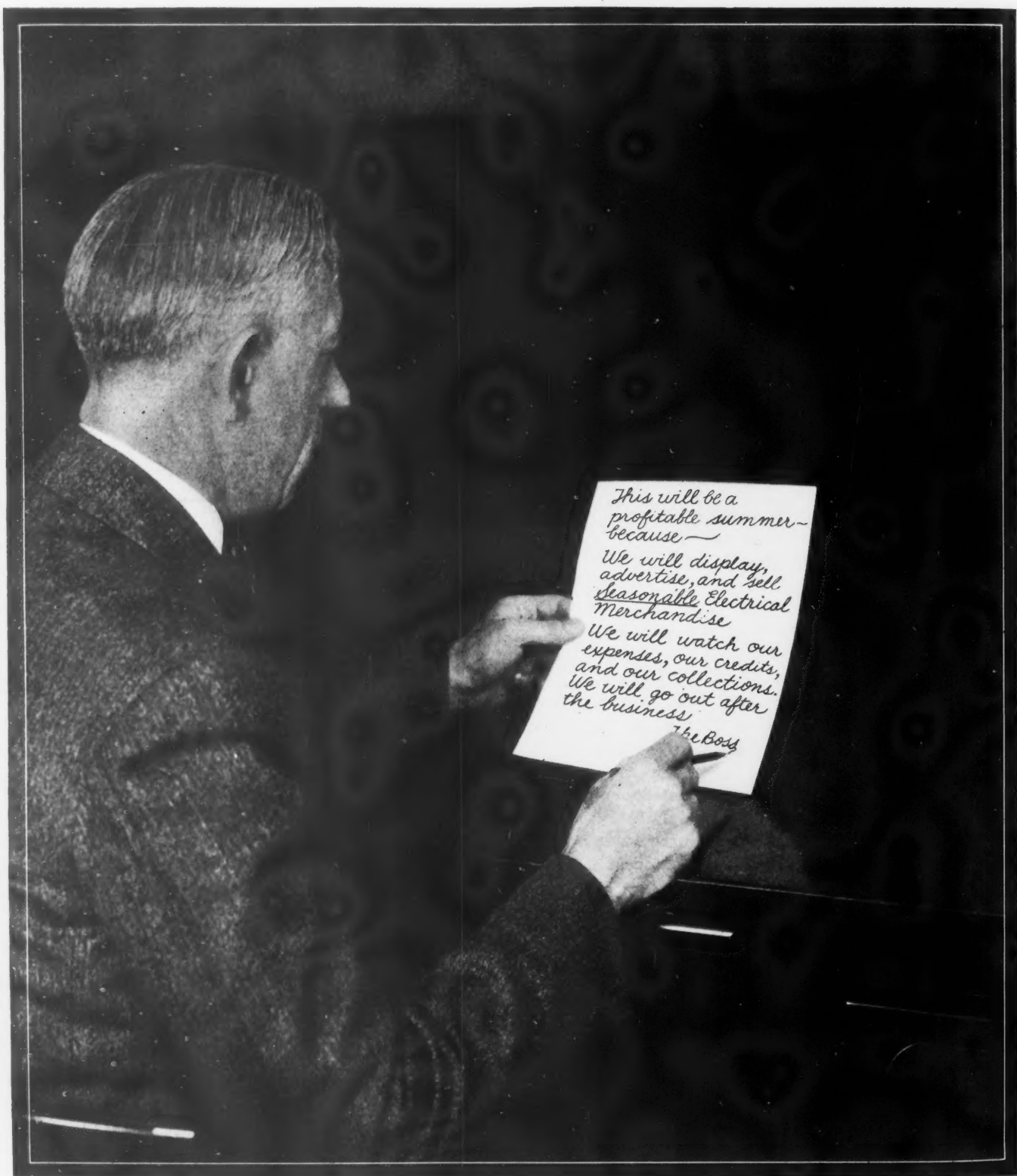
In this issue of *Electrical Merchandising* the editors have gathered experiences, suggestions and counsel on seasonable merchandise, successful summer selling, displays that bring in dollars, all of which will be of practical help to the merchant who intends to attack the summer slump problem and take up the slack in his sales curve.

**McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Avenue at 36th Street, New York**

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Electrical World Journal of Electricity Ingenieria Internacional  
Industrial Engineer Engineering and Mining Journal-Press  
Chemical & Metallurgical Engineering American Machinist  
Radio Retailing Power Electric Railway Journal  
Bus Transportation Engineering News-Record  
Coal Age Successful Methods  
Copyright, 1926, by McGraw-Hill Publishing Company, Inc.  
Cable Address: "Machinist, N. Y."  
Annual subscription rate is \$3 in United States and Canada.

WASHINGTON, D. C., Colorado Bldg.  
CHICAGO, 7 South Dearborn St.  
PHILADELPHIA, 16th and Parkway  
CLEVELAND, Guardian Bldg.  
ST. LOUIS, 713 Star Bldg.  
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The wise electrical merchant lays his plans now to  
make money this summer—

He will concentrate his sales, advertising and display  
on seasonable electrical merchandise—

He will keep down expense, check credit carefully,  
keep collections up to date.



June, 1926



## Sell More Appliances to Homes!

Electrical industry leaders at N. E. L. A. convention  
point opportunities for all merchandisers in coming  
residence electrification

**A** NEW day—a new era—is at hand for the men who sell electrical appliances. For the electric-lighting companies of the country, heretofore chiefly occupied with building industrial load, are now turning executive attention to the electrification of the nation's homes as the next great market for electric service.

Time and again was this theme of home electrification emphasized during the sessions of the great convention of the National Electric Light Association at Atlantic City in May. It appeared in the addresses of the president and other officials, in the reports of committees, and in the addresses of leaders of the industry. On every hand, attention was called to the present low consumption of electricity by the average residence customer (365 kilowatt-hours annually) and the possibility of increasing this several or many times, by stimulating the sale of electrical labor-saving devices.

### Insull Urges Co-operation With Trade

With the lighting companies' attention thus focused on the electrification of the home, it is apparent that greatly increased activity must follow on the part of all interests who sell or distribute or make electrical appliances. For, as pointed out on the floor of the convention,

co-operation with existing merchandising outlets is the policy which must be followed, if the great opportunities of domestic electrification are to be fulfilled.

"We shall gain by the closest co-operation with the manufacturers and distributors of all kinds of current-consuming devices" were the words of Samuel Insull, president of the Commonwealth Edison Company of Chicago, and acknowledged leader of the central-station industry.

### Appliance Consumption Pays Two-Thirds of Utilities Dividends

"It is estimated that we have 14,500,000 residential customers in the United States and their average use of electricity is about 360 kw.-hr. per customer per annum," continued Mr. Insull. "The average use by residential customers in Chicago is 500 kw.-hr. per annum. If the average use for the country were brought up to the average for Chicago, the increased consumption would be over two billion kw.-hr., yielding about \$100,000,000 additional annual revenue.

"The earnings on energy supplied to operate domestic appliances amounted in 1924 to \$109,000,000," Mr. Insull went on. "This was 8 per cent of the total electricity earnings of the entire industry, and 62 per cent of dividends paid by the industry that year. It was practically all

clear additional income, with almost no corresponding increase in expense except the cost of coal for generating the energy absorbed by the appliances. This income can probably be doubled or tripled with practically no increased expense except the cost of selling electrical appliances."

In a notable address, President J. E. Davidson, president of the Nebraska Power Company, Omaha, summed up the residence opportunity. "The number of domestic customers of the electric light and power companies has doubled in the last six years, but there are still more than 10,000,000 homes waiting for electric service.

"I have gathered a strong feeling that the electric light and power companies should engage more intensively in the introduction of labor-saving appliances to their customers, especially in the homes."

### Lloyd Demands Rates to Encourage Appliance Use

Emphasis on the present low consumption in residences was made by E. W. Lloyd, chairman of the Commercial Section, and vice-president of the Commonwealth Edison Company, Chicago.

He urged a thorough and careful study of residence rates, and the institution of "follow-through" rates which will encourage the customer

to large consumption for operating appliances.

Mr. Lloyd warned the electrical industry against complacency arising from great size, and recommended the co-ordination of sales effort and advertising among utilities, manufacturers and others interested in promoting electrical appliance sales.

"Electrifying the American Home" was the title of the address by Mrs. Mary King Sherman, president of the General Federation of Women's Clubs, Washington, D. C., in which she told the electrical men of the pressing need for home electrical development and proffered the women's clubs of the country as a medium of spreading educational messages in connection with electrical labor-saving devices. Mrs. Sherman also told of the work done by certain local clubs in making surveys of appliances in use in their communities.

The desirability of the electric-range and electric-water-heater as residence appliances were pointed

out by C. O. Dunten, of Springfield, Ill. "The electric range is one of the most practicable heavy energy-consuming devices that can be sold to residential users," said he. An abstract follows.

#### Electric Range and Refrigerator Topics

M. Luckiesh, chairman of the residence-lighting committee, presented a number of valuable figures on present and possible residence use of electricity, which are also abstracted on a following page.

George E. Miller, Cleveland, Ohio, chairman of the refrigeration committee, described the rapid growth of the refrigerator business in the past year, and the value of this load from the standpoint of filling up the "summer valley" of the load curve.

Promotion of the electric-refrigerator idea can best be accomplished, advised Mr. Miller, through co-operation between the various sales agents of high-grade equipment in the community. "Such co-operation

insures sales promotion that is harmonious and free from strife and misrepresentation. Much more can be done by friendly and concerted effort than when each agent plays a lone hand. Co-operation presents a united front to the public and establishes a confidence and friendly rivalry between competitors that makes for progress and clean business. Knocking a competitor's machine or the kind of refrigerant he uses, or knocking the ice industry by invidious comparisons, is a destructive policy which should have no place in our scheme of electrical selling."

Under the theme of "Asleep at the Switch," the merchandising committee, headed by T. L. Phillips, Cincinnati, Ohio, presented a series of tableaux ingeniously comparing the use of modern electrical appliances with their non-electrical predecessors. By allegorical stage settings, the importance of the appliance business as a revenue-producer for the central station was shown.

## Better Sales Organizations Needed to Promote Electrical Idea

CENTRAL-STATION sales opportunities were the outstanding topics at the general session when Vice-Chairman S. D. Heed of the Commercial National Section presented a vigorous plea for more progressive executive outlook upon sales activities.

Mr. Heed's report reviewed the development of business building by central stations and declared that both executive support and new vigor on the part of commercial departments are vital to the larger success of utility service. The recommendations of his committee follow:

1. That member companies recognize their sales departments as the impelling motive force behind creative market development—then hold them responsible for profitable load building.

2. That sales departments and especially sales executives be given sufficient authority and representation in the company councils to enable

proper co-ordination of the sales function with the complete management, thus encouraging creative market development free from the domination of operating expediencies.

3. That member companies develop or provide adequate and competent man power in their sales departments to make possible introduction of complete electrical equipment into the commercial and domestic life of America—that the full benefits of electric service may be enjoyed by people now living, rather than deferring these benefits to future generations.

#### For Men of Experience

4. That member companies, having properly evaluated the sales function, then meet the open market competition of other industries for men of experience in selling and sales management.

5. That sales departments be given adequate working tools to insure suc-

cessful accomplishment, where necessary rate structures should be revised in the spirit of promotion rather than protection—ample and competent personnels should be provided—adequate appropriation for creative market development—reasonable cost allocations that will not unjustly overburden selling with general expense or cost of pioneering new markets.

By the Committee,

H. N. McCONNELL,  
T. F. KENNEDY,  
S. D. HEED, Chairman.

General Tripp during the discussion maintained that the central station should lead in merchandising, but that the jobber and the contractor-dealer should form a part of the line of distribution. The central station should pioneer appliances and also sell those which have become standardized.

S. Z. Mitchell, as president of the Electric Bond & Share Company, displayed great interest in the commercial problems of the central station.

"Let us stop sticking our toes in the water at the edge of the pond," said Mr. Mitchell, "but take off our coats and dive into this sales work as it should be done."



Local Co-operation Urged in

# Electrical Refrigeration Selling\*

**A** MOST noteworthy achievement during the year was the formation of the Electrical Refrigeration Manufacturers' Council. Its purpose is to bring the leading refrigeration manufacturers together in an association for co-operation and helpfulness in the manufacture, sale and distribution of competitive refrigeration equipment. It was promoted by J. Robert Crouse of Cleveland. Mr. Crouse brings to the venture an intelligence and wealth of experience in co-operative effort which will be invaluable to this new industry.

Electric refrigeration has now proved itself possessed of such merit, when compared with other forms of refrigeration, that it should never be necessary to indulge in exaggeration when singing its praise, or stretching the truth when making comparison with other methods.

The electrical industry as a whole has attained a degree of public confidence almost unparalleled in the history of American business—an enviable position to be guarded with most meticulous concern. We cannot afford to take advantage of this position to the detriment of some other industry. All reference to ice, the ice man or the ice manufacturing industry—past, present or future—should be scrupulously avoided by everyone concerned in promoting electrical refrigeration.

## Education

In our general publicity greater emphasis should be placed on the basic principles involved in refrigeration, and what is necessary to prevent food spoilage in the home. This is peculiarly a duty incumbent upon the Central Station industry more than any other.

While the problem of keeping food in the home in condition fit to eat is as old as civilization itself, it is astonishing to find that the public generally is almost wholly ignorant of the fundamental principles involved.

\*From the report of the Refrigeration Committee, N.E.L.A., 1925-1926.



By G. E. MILLER

Chairman, Refrigeration Committee  
N.E.L.A.

There are many avenues open for this educational work.

Education is at best a slow process, and when directed to the adult mind the task seems at times a hopeless one. Much of our publicity matter proclaiming the merit of our wares is lost in the mass of advertising material sent to homes and offices. We are in direct competition with thousands of other advertisers using circulars, broadsides, billboards, the printed page, etc., until our efforts to attract attention become about as effective as a voice in the wilderness.

Our modern school buildings possess many features of design and equipment, which, while not primarily so intended, have educational value of the highest order. Many school buildings in our larger cities have cafeterias and lunchrooms which offer excellent opportunity for demonstrating electric refrigeration while education is in the making. Some way should be found for installing electric refrigeration in every such building where by its daily use it becomes a factor in the education of our boys and girls. A slow process to be sure, but, remember, "the boy today, tomorrow is the man."

The domestic science departments of our schools and colleges, women's clubs and magazines, the news columns of our daily papers, are all anxious for information on refrigeration when it is authentic.

## Sales Promotion, Co-operation

Electrical refrigeration is desirable aside from the immediate return we get from adding the load to our residence lines. A good refrigerator placed in a home, backed up with efficient service when required, results in a degree of satisfaction which is reflected in the good will of our customers toward our companies. American homes enjoy a degree of comfort and convenience unknown in any other land.

Every central station commercial manager owes it to his company and customers to see that the refrigeration idea is sold to the community. This can best be done by co-operation between the sales agents of high grade equipment in any community—co-operation which insures sales promotion that is harmonious and free from strife and misrepresentation. Much more can be done by friendly and concerted effort than when each agent plays a lone hand. Joint exhibits in local food shows and similar places are very desirable. This makes an impressive display and because of its size has a stronger appeal. Co-operation between sales agents presents a united front to the public and establishes a confidence and friendly rivalry between competitors which makes for progress and clean business. Knocking a competitor's machine or the kind of refrigerant he uses, or knocking the ice industry by invidious comparisons, is a destructive policy.

Whether you are merchandising or not, when a new agent appears in your territory, get acquainted with him, welcome him into your fraternity, your local Electrical League or club, and inspire him with a purpose to join in promoting electrical refrigeration on a plane free from destructive tendencies and practices.



# Lower Wiring Costs\*

By A. P. GOOD

Chairman, Wiring Committee, N.E.L.A.

ONE of the principal objects that the Chairman has had in view in connection with the Wiring Committee work has been to take up, discuss, and encourage wiring methods which are economical, and a further thought was an endeavor to stop some of the tendencies which are growing toward the making of wiring increasingly costly.

What we want is to get connected to our lines some 400,000,000 additional outlets at a minimum cost to the consumer so that he may have the convenience of these outlets for both lighting and utensils for a reasonable amount of money. It is the addition from time to time of 10 per cent or 20 per cent increases that have helped to bring up present wiring costs. These 10 per cent and 20 per cent additions have pyramided until the time has now come when we must begin to take off such costs instead of adding to them.

It does not appear that any particular wiring method should be emphasized to the exclusion of other methods, so long as the method is economical and combines with it adequate safety. It would seem that time and money could be better spent in promoting a campaign for wiring rather than a particular method. Encouragement should be given to the campaigns for additional convenience and switch outlets on present wiring installations. In connection with such convenience outlets, attention has been called in several campaigns, and should be emphasized, to receptacles which provides two openings for attachment plugs for each outlet box. By providing such a double receptacle an additional convenience receptacle is provided and money is saved as additional wiring, conduit, or outlet box is not required.

A Subcommittee has prepared a report entitled, "Analysis and Proposed Revision of the National Electrical Code." It is believed that the Code can be clarified, and in this endeavor the Subcommittee's report covers the classification of the Code into the following seven funda-

mentals, with perhaps, an eighth fundamental under the title, "Where the Rule Applies."

- I. Continuity of conductors.
- II. Insulation.
  - a. By dielectrics.
  - b. By spacing.
- III. Protection of insulation.
  - a. Against mechanical injury.
  - b. Against heat damage.
  - c. Against dampness and chemical action.
- IV. Protection against fire risk.
  - a. By ample carrying capacity.
  - b. By overload releases.
  - c. By isolation from inflammable materials.
- V. Protection against risk to human beings.
  - a. General.
  - b. Grounding.
- VI. Identification of materials.
- VII. Conformance to code.

## Grounding of Portable Electrical Appliances

This subject has, from time to time, been discussed by various branches of the industry, and the Wiring Committee is keeping closely in touch with such discussion, as there is a very distinct possibility that if the grounding of portable electrical appliances, is ever required, this may increase the cost of con-

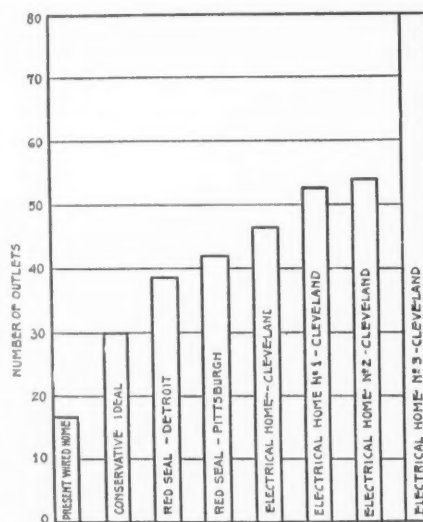
venience outlets for the connecting of appliances and may possibly be the cause of some inconvenience to users of appliances, and it is a question whether this grounding will not introduce certain hazards counterbalancing those which will be eliminated according to the claims of those advocating such grounding.

## Attachment Plugs and Receptacles

One of the difficulties presented by the use of household appliances is in connection with those requiring large currents up to 15 amperes. It has been suggested that as the present limitation of the branch circuit is in reality the fuse, a new type of fuse and fuse receptacle designed for branch circuits of only 15 amperes might afford a solution of some of the difficulties. A specially designed fuse and fuse receptacle would not only possibly solve these difficulties, but would offer a means whereby the present over-fusing of branch circuits might be considerably reduced. Another method that would possibly prevent the over-fusing of circuits would be the adoption of such a rule as is now in effect in some of the larger cities of requiring a circuit for a certain unit square foot surface area. By such a rule more circuits are installed than are now ordinarily installed for the same unit area. This matter is being carefully considered by the Wiring Committee, and it is the Committee's endeavor to aid in the working out of a solution which will not cause confusion and irritation to the householder.

## Evidences of Progress of Committee

It is believed that progress has been made by the Committee in two respects: First, an energetic effort has been made toward initiating procedures which would tend to reduce the cost of electrical wiring. Second, the Committee has gone on record as opposing certain procedures and proposed rules which, if allowed to become effective, will tend to increase the cost of wiring. It is the Committee's opinion that its opposition to such procedures and proposed rules will at least give the matters in question publicity, and the result, it is hoped, will be a careful consideration of these matters before any action is taken by those responsible for initiating or passing upon such proposals.



Relative number of outlets in six and one-half rooms (average home) of the present wired home, "conservative ideal," electrical home, and minimum requirements for a red seal home. (Electrical League, Cleveland and Pittsburgh; Electrical Extension Bureau, Detroit.)

\*From the report of the Wiring Committee, N.E.L.A., 1925-1926.

# Radio to Be a Lamp Socket Device

By DAVID SARNOFF\*  
Vice-President and General Manager,  
Radio Corporation of America

**"T**HE development of radio sets which dispense with batteries and use house lighting current, together with the fact that radio keeps people at home, is resulting in larger consumption of electricity.

"The types of broadcast receivers which now operate completely from the lighting circuit require up to 200 watts for their operation. The numerous power accessories on the market require from seven to fifty watts. It is reasonable to assume that within the next three to five years by far the larger percentage of broadcast receivers will draw their local source of energy from the lighting socket. It is estimated that the average of such receivers will consume energy at the rate of eight kilowatt hours per month.

"Radio is keeping people at home. We have all known, in a general way, that this has resulted in larger

monthly current bills. The Danbury and Bethel Gas and Electric Company, Danbury, Conn., has given a definite example of this general understanding by checking the bills of ten customers who, for a period of a year, purchased no current consuming device other than a radio set and rectifier. The gross revenue increase was found to be 33 per cent, the company estimating that a 22 per cent increase came about by longer burning hours of house lights, the other 11 per cent from the use of the rectifier that was purchased with the set.

"The British Columbia Electric Railway Company of Vancouver, B. C., was one of the pioneers in the sale of radio sets, and E. E. Walker, sales engineer of that company, recently said: 'We carry radio and feature it as part of our merchandising stock because we cannot afford not to do so. The public is interested in radio and a portion of that interest, we feel, should be directed toward our company. We find that it brings customers to our salesrooms who would not otherwise call. Furthermore, we feel that the radio has come to be a current-consuming device and we look forward to the time when all radio sets will be operated from the power company's line.'

## Service Important Factor

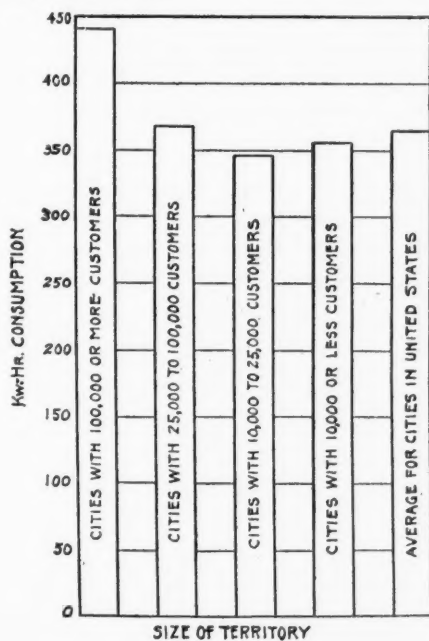
"But to secure the benefit of this increased load on your power lines the receiving sets in your community must operate at peak performance at all times; this brings me to the all-important matter of service," said Mr. Sarnoff.

"The major service that the electric light and power companies can render to the public in the immediate future lies in the direction of servicing the instruments which have been sold to the public, making the slight adjustments that constitute the difference between perfect and imperfect reception, and instructing the user in the best ways of conserving the high quality originally built into the apparatus.

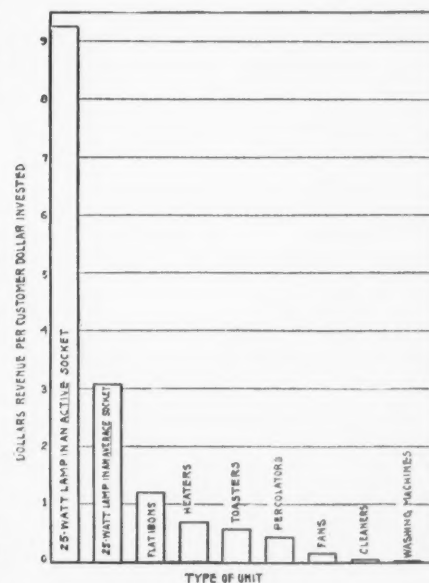
"The radio broadcast receiver is essentially a sensitive device, for in order to obtain adequate loud-speaker signals it is required to amplify an infinitesimal amount of energy to thousands of times its original strength. It is, therefore, capable of picking up and amplifying the inductive electrical disturbances in its neighborhood. So-called inductive interference results from sparking electrical machinery, leakage on high voltage lines and from the operation of other high voltage devices. With the advent of the more modern broadcast receiver, with its ability to give further amplification than that obtainable heretofore, the problem has been somewhat increased; but lest it take on an overwhelming aspect I desire to make clear that we in the radio industry have not found it an insuperable problem. Quite the contrary, through the generous co-operation of the power companies, it has been found possible to suggest a solution in every case.

"The Radio Corporation investigated more than 500 cases of inductive interference in 1925 alone. It has established a special department for these investigations, and through the co-operation of its manufacturing associates, the General Electric and Westinghouse Companies experts are available to aid the power companies at all times. The data which we have collected on this subject is available to your interference committees and to the power companies upon call."

\*From an address delivered before the National Electric Light Association, Atlantic City, May 17-21.



Average annual kw-hr. consumption of residential customers by population of territory served as determined by a survey involving 37 per cent of the total residential customers in this country as of Jan. 1, 1926. ("Electrical Merchandising," March, 1926)



Relative annual central-station revenue per dollar invested initially by the customer. (Computed from data by N. E. L. A. Service Department and "Electrical Merchandising," Sept., 1925)



# Vast Profit Awaits Industry<sup>\*</sup> *in Better Home Lighting*

**S**URVEYS and statistics indicate that the lighting and appliance equipment in the homes are far from the point of saturation and that the home field offers possibilities equaling any other field of electric service. It is the purpose of this report to review the existing conditions in the home and to reveal the opportunities for the development of revenue.

We find that residential lighting was one of the earliest phases of the electrical industry, but unfortunately it has been the laggard in the march of progress. The unshaded and inadequately shaded light source has been one of the greatest deterrents to the growth in this field. Excellence of design abounds in all things electrical used in the home with the exception of the lighting equipment. This equipment has too often been designed for its daylight or unlighted appearance, whereas its justification lies in the lighting and lighting effect it can produce.

During the past five years more than seven million residential customers have been added to the central-station lines. The majority of these have been wired and lighted to levels only slightly better than previously wired homes. New homes

are far better prospects for convenient and adequate electrical equipment than the existing homes, for higher standards are obtained more readily and at less expense to the customer. Likewise, the sales expense to the electrical interests is less, for with one concentrated effort a large part of the work can be accomplished that would have to be obtained later by repeated campaigns.

## The "Conservative Ideal"

In previous reports details have been presented in regard to the wiring and lighting equipment which will supply reasonably convenient utilitarian lighting for the average home. Some of the major items pertinent to this "conservative ideal" home are as follows:

### Living-Room

3 convenience outlets; 1 ceiling fixture; 6 portable lamps (including portables in sunroom, reception hall, dining room and various other places not otherwise listed); 540 watts.

### Dining-Room

1 convenience outlet; 1 ceiling fixture, 230 watts (1 or 2 small portables might be used here. If so, they would be included in the 6 portable lamps in the foregoing item).

### Kitchen

1 convenience outlet; 1 ceiling fixture; 1 wall bracket; 200 watts.



By M. LUCKIESH

Chairman, *Electricity in the Home Committee, N.E.L.A.*

### Bedrooms

Average, 2.5 bedrooms per home; 2.5 convenience outlets; 2.5 ceiling fixtures; 5 wall brackets; 2.5 portable lamps; 475 watts.

### Bathroom

1 convenience outlet; 2 wall brackets; 100 watts.

### Hallway

1 convenience outlet; 1 ceiling fixture; 50 watts.

### Basement

1 convenience outlet; 5 fixture outlets; 250 watts.

### Total

10.5 convenience outlets.  
11.5 ceiling fixtures.  
8 wall brackets.  
8.5 portable lamps.  
1,845 watts.

These are the items which are used for comparing the present conditions with the fairly satisfactory conditions of this hypothetical "conservative ideal" toward which the electrical industry should strive as a first milestone at least. Again it is emphasized that these items must be considered not only in a given room, but for a home as a whole, and that they represent averages of several possible satisfactory layouts.

## 1926 Lighting Practice

The present wired home is not only lacking in quantity but in quality of equipment. A survey of homes revealed that 31 per cent of the ceiling fixtures in homes were unquestionably obsolete. This figure is extremely conservative, and represents only in part the potential replacement of fixtures possible in homes today.

## Comparison of Wiring and Lighting Equipment

*in the Average Wired and "Conservative Ideal" Homes*

	Average Wired Home	"Conservative Ideal" Home	Saturation Per Cent
Convenience-outlets .....	3.4	10.5	33
Ceiling fixtures (satisfactory) ..	6.1	11.5	53
Wall-brackets (utilitarian) ....	2.5	8.0	31
Portable lamps .....	2.8	8.5	33
Connected load in watts .....	954	1845	51

<sup>\*</sup>From the report of the "Electricity in the Home" Committee, 1925-1926.



Previous to the 1925 "Lighting Campaigns" Report, sufficient reliable data were available to show that a total of 1,000,000 kitchen units had been installed in wired homes. One hundred and six companies reported 332,505 units sold in 1924, with 75 companies reporting 204,093 units in this report. This makes a grand total of 1,536,598 units. Had all companies reported and were figures available to show sales of electrical contractors, dealers and department stores, the total no doubt would aggregate at least 2,000,000 units. Compared with 14,532,000 residential customers, this is but 14 per cent of the total.

#### 1925 Sales by Dealers—800,000 Kitchen Units Sold

The above figure of 2,000,000 units sold is safely conservative, for it presupposes the sale of less than 500,000 units by contractors and others in 1925. The Illuminating Glassware Guild reports that between 750,000 and 800,000 kitchen units were sold by its members during the year 1925, which, at the lower figure, would mean that considerably over 500,000 units were sold outside of the central-station group. One large glass manufacturer which assisted nearly 100 central-stations on kitchen campaigns in 1924 rendered this service to less than twenty in 1925. In spite of this fact, however, their sales of 9-inch glassware were practically the same in both years. With others reporting similarly, it indicates very strongly that the kitchen unit has become standard equipment for new construction, and that volume sales are being secured without intensive campaign activity.

The importance of kitchen units

as revenue builders is evidenced by the fact that, at this year's "Increase per Meter Due to Installation of Kitchen Unit" (\$4.30), the central station industry is drawing annually \$8,600,000 as increased gross revenue. The sale of a unit to every home would mean a revenue increase of \$62,587,600.

A new idea was injected into the kitchen unit plan by the central station at Olean, N. Y. A 150-watt lamp was standard for kitchen units, but to each purchaser a second one was given free, with a statement to the effect that it would take care of the first burn-out. A subsequent check showed that the second lamp was very frequently installed in another part of the house, so that additional revenue was obtained not only in the kitchen but in a second room as well.

#### Portable Lamp Campaign—Average Selling Prices

Only 7 of the 19 companies submitting information for 1924 reported again for 1925. Of these the Ohio Public Service Co., operating in nine Ohio towns and serving 55,000 residence customers, was by far the outstanding figure. Its sales amounted to 6,000 lamps, netting a gross revenue of \$30,000. In the past two years this company has added nearly \$100,000 to its lines by fostering the use of high wattage portable lamps.

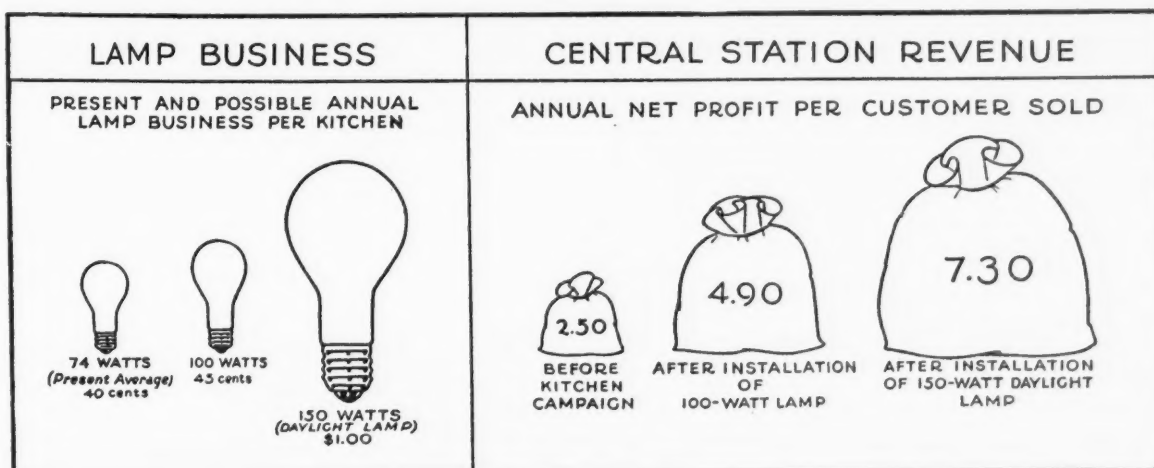
It is interesting to note the average selling prices of lamps campaigned by member companies. Only four reported list prices under \$10, while the majority were in the range of \$14 to \$25. In wattage no lamps under 40 watts were recommended, while six companies featured the

direct-indirect portable with incandescent lamps of 100 watts and above. Twenty-four companies will campaign portable lamps in 1926.

#### Refixturing Campaign—Central Station Interested

While most central stations have left the refixturing of homes to local contractor-dealers, there is at the present time some reason to believe that the former is going to interest itself more and more in this phase of lighting. Particularly is this apt to be true during the introductory period of the new standard line of Mazda lamps (inside frost), for this new product presents the central station with a real opportunity to resell itself and its service to residential customers. The new lamps embody improvements of real significance to the consumer, and with their lower list prices the salesman has a powerful entering wedge to use in opening a discussion on fixture design and the benefits accruing to the householder from the use of plenty of light well shaded.

Eleven companies only reported a re-fixture campaign in 1925. There was the Ohio Public Service Company, which sold 4,000 units for dining, living and bedrooms, and added \$20,000 gross revenue; the Empire District Electric Co., Joplin, Mo., which disposed of 750 units at an increase of \$1,122 in revenue; the Kentucky Utilities Co., Louisville, Ky., which campaigned 200 fixtures; the Keystone Power Corporation, which sold some 400 units; the Edison Electric Illuminating Co., Brockton, Mass., which sold 100 fixtures and increased revenue \$300 a year; the Phillips County Power & Light Co., Phillipsburg, Kan.; the Potomac



The lamp in use in the kitchen is renewed on an average of once each year. On the basis of present list prices the amount of annual lamp business available from the 14,532,000 wired kitchens is \$5,812,800, \$6,539,400 or \$14,532,000—depending upon whether the present wattage, a 100-watt inside frost, or a 150-watt Mazda Daylight lamp is used.

Light & Power Co., Martinsburg, W. Va.; the Commonwealth Edison Co., Chicago, Ill., and the Merchants Heat & Light Co., Indianapolis, Ind.

The Connecticut Power Co., New London, Conn., had a novel campaign in 1925. It had an offer in which it sold wiring for the dining room or living room and kitchen; a duplex table lamp; a kitchen unit; a convenience outlet and a flat iron for \$45. This was payable \$1.50 down and \$2.00 a month. During the active campaign 200 customers accepted the proposition. A similar activity will be conducted in 1926.

A number of others plan activities for 1926, including the Glenwood Light & Power Co., Glenwood Springs, Colo.; the Hunter Light & Power Co., Hunter, N. D.; the Arkansas Light & Power Co., Pine Bluff, Ark.; the Pennsylvania-Ohio Power & Light Co., Youngstown, Ohio, which has set a bogie of 15 per cent of the customers on a bedroom unit; the Phillips County Power & Light Co., Phillipsburg, Kan.; the Southern Wisconsin Electric Co., Lake Geneva, Wis.; the Kentucky Utilities Co., Louisville, Ky.; the Empire District Electric Co., Joplin, Mo.; the Ohio Public Service Co., Cleveland, Ohio; the Midwest Public Service Co., Forsyth, Mont.; the Waupaca Electric Service & Railway Co., Waupaca, Wis., and the Public Service Co. of Colorado, Denver, Colo.

#### Re-lamping Campaigns

While there were only a few cases of campaigns operated in 1925 designed to increase socket wattage through the sale of lamps alone, there is one activity that overshadowed anything that has ever been attempted in this line. This was the campaign operated by Henry L. Doherty & Co. during February, March and April in its twenty-five electric properties, to 316,214 customers. The campaign had two underlying objects. First, to increase the lighting load through the sale of higher wattage lamps and lamps to fill empty; second, to gain customer good-will by recommending lamps that would give a greater measure of comfort and convenience.

Since the results obtained from the three months' promotion are generally known, the facts are recounted here merely as a matter of record.

1. Whereas the country-wide wattage per socket is 43.8 watts, the

average wattage of all lamps sold in the twenty-five properties during the campaign was 60 watts.

2. Sales, in number of lamps, were increased 178 per cent over the similar period of 1924. The additional lamps helped to fill up existing empty sockets and to replace burned-out lamps. These are big factors in every community, surveys showing that as high as 11 per cent of all sockets are empty.

Other companies reporting active in 1925 were the Alexandria Light & Power Co., Alexandria, Va.; the Nashville Railway & Light Co., Nashville, Tenn.; the Houston Light & Power Co., Houston, Tex., which added \$6,750 revenue through a higher wattage activity; the Public Service Co., Denver, Colo.; the Northern States Power Co., Minneapolis, Minn.; the New Orleans Public Service, Inc., New Orleans, La., which added \$125,000 in revenue, and the Toledo Edison Co., Toledo, Ohio. A number of members expressed their intentions of carrying on activities in 1926 to tie-in with the new standard line of Mazda

lamps, including the Birmingham Electric Co., Birmingham, Ala.; the Trenton Gas & Electric Co., Trenton, Mo.; the War Light & Water Co., War, W. Va.; the Houston Light & Power Co., Houston, Tex.; the Savannah Electric & Power Co., Savannah, Ga.; the Luzma Co. Gas & Electric Corp., Kingston, Pa.; the Virginia Northern Power Co., Warrenton, Va.; the Southern Wisconsin Electric Co., Lake Geneva, Wis.; the Arkansas Light & Power Co., Pine Bluff, Ark.; the Empire District Electric Co., Joplin, Mo.; the Hunter Light & Power Co., Hunter, N. D.; the Glenwood Light & Water Co., Glenwood Springs, Colo.; the Ohio Public Service Co., Cleveland, Ohio; the Eastern Oregon Light & Power Co., Baker, Ore.; the Western United Gas & Electric Co., Aurora, Ill.; the Alexandria Light & Power Co., Alexandria, Va.; the Midwest Public Service Co., Forsyth, Mont.; the Waupaca Electric Service and Railway Co., Waupaca, Wis., and the Public Service Co. of Colorado, Denver, Colo., as well as a number of others.

## Committee Report Points Way to Promoting Electric Range Sales\*

THE report outlines the results of three years' intensive study of the characteristics of the electric range. It contains in detail the findings of the Range Survey Subcommittee from which data and other studies the following definite conclusions as to the value of the electric range load have been made:

1. The N.E.L.A. Domestic Cooking and Water Heating Committee has been studying the range as a load and revenue producer. This study has culminated in the report this year of the Range Survey Subcommittee.

2. The decision is favorable. It has been determined definitely that the range load is good business for the power company which has a rate to support it.

3. The electric range is one of the most practicable heavy current consuming devices that can be sold to residential users.

4. It returns a total revenue per dollar of investment which compares

favorably with that derived from any other class of business.

5. It returns a total revenue far greater than any of the other generally accepted domestic applications.

6. The range added to the average residential installation will increase the annual load factor to 20 per cent from 12 per cent.

7. It is a soundly developed device and can be supported by the central station company. It also paves the way for other heavy current consuming appliances in the home.

8. The electric range is an excellent appliance which will supply the income to support the increased investment cost of rebuilding and revamping distribution systems to heavier capacity.

#### Inducements to Encourage Range Use

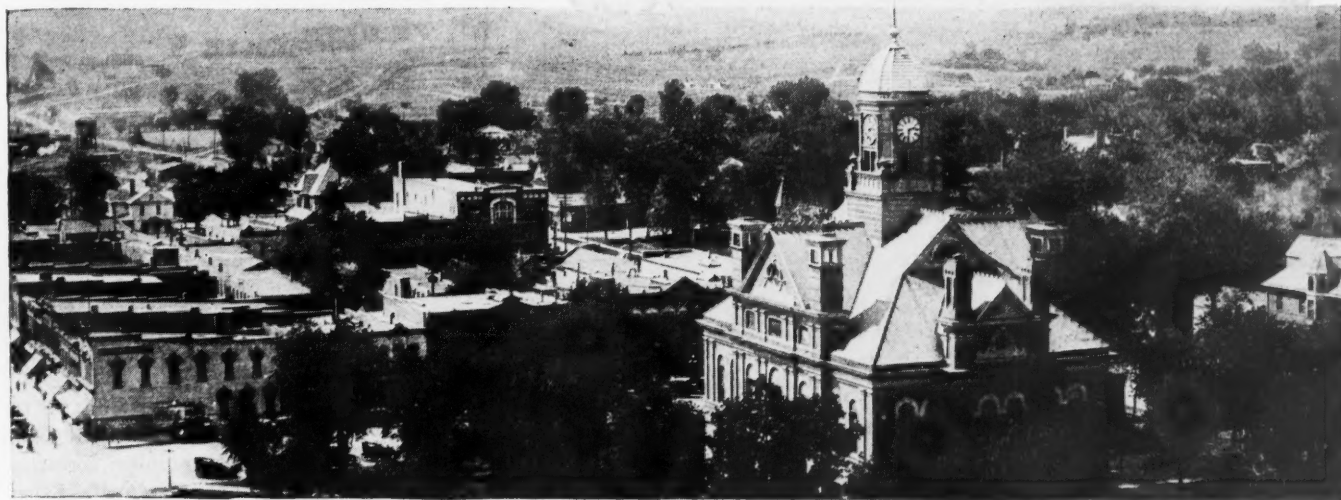
The first requisite of any company in promoting the use of the electric range is a satisfactory form of rate. A rate sufficiently low to make the operation of the range economically practical is necessary, of course, but this does not mean an excessively

\*From report of Domestic Cooking and Water Heating Committee, 1925-1926; Commercial National Section, N. E. L. A.

(Continued on page 6344)



# How to Sell Ranges in the Small Town



By R. V. SUTLIFFE

**S**ALES of merchandise and wiring devices that average \$50.44 per meter comes close to being a record. This was achieved last year in Carroll, Iowa, a town of some 5,300 population with 1,100 meters by the Iowa Light, Heat and Power Company. Carroll is the headquarters town of a group of eleven small towns with an aggregate population of 32,000 served by the southern division of this company and Arthur W. Gucker, sales manager has built a merchandising business in these communities by using the regular operating and office forces of his company.

Gucker did a \$120,000 business last year in ranges and other major appliances, fixtures, motors, signs, supplies, and wiring with only the sales aid of his regular staff or operating and administrating employees. This business was obtained largely because Mr. Gucker knows every employee in his eleven towns personally.

His employees carry this further and establish a personal and friendly relation with every customer on the companies lines. Their success demonstrates that the personal equation is a vital factor in small town merchandising. The employees are paid well, as salaries go in Iowa, but no commissions are paid on sales. Mr. Gucker has "sold" his assistants on

the broader idea of merchandising as a part of their job. Thus it has been possible for him to develop a sales contact and a selling pressure which will permit him to operate this year on the remarkably low budget of but one per cent for commissions. This he has reserved for the one month's activities of a manufacturers' crew of vacuum-cleaner and of washing machine men.

## Range Selling Methods

Lets take the electric range situation as an example of the selling methods applied in these small towns.

Gucker began his range merchandising activities in February, 1925. Although a man of many duties, he found time to first master the art of cooking by electric heat and then to impart this knowledge to certain of his subordinates.

"I made it quite plain to the

clerical help and to the local managers," he says, "that it was just as much a part of their responsibilities to locate electric range prospects as it was to push a pen or read a meter."

The result of this persistent pressure is quite apparent in the first fourteen months record of 274 range sales.

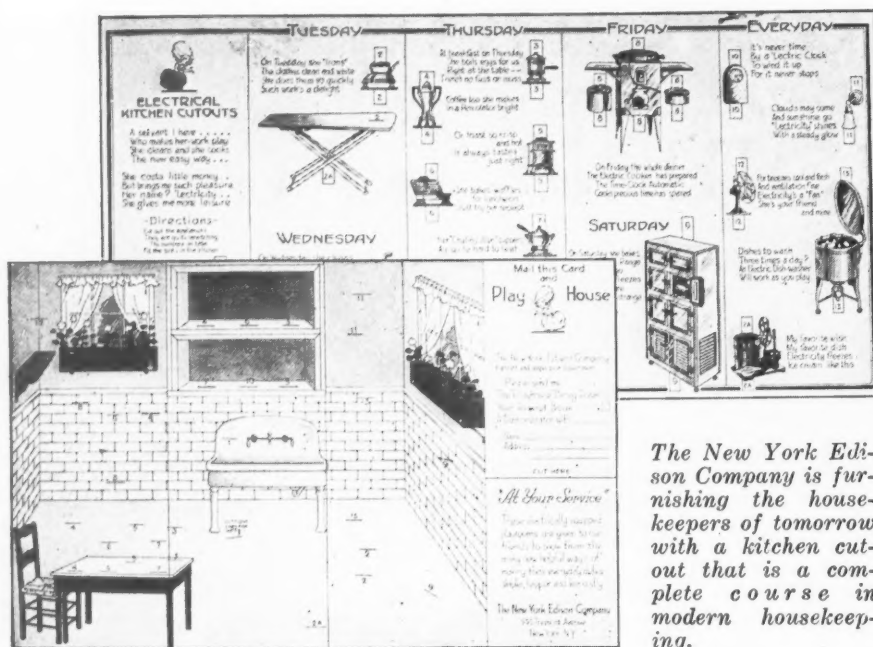
At the end of the first six months, Gucker made a move which, he states, is responsible for many of his subsequent range sales. It seems that a cashier in the Carroll office had displayed a more than ordinary aptitude in comprehending the finer points of cooking by electricity. Gucker recognized this interest and developed it to the point where he felt justified in sending this young lady into the homes of those who had bought electric ranges. He did this for the purpose of checking the cooking results of these range users. This experiment was started in Carroll. Permission to make an "official cooking inspection" was obtained by telephone from every electric range owner.

This former cashier discovered that some women were not using their electric ranges at all and that many did not know how to utilize the oven to its fullest possibilities. Naturally, she picked up a lot of good leads which she personally followed up. So successful was this

**Y**OU must sell electric cooking first or you can never sell electric ranges to the dweller in the small town," says A. W. Gucker, sales manager of the Iowa Light, Heat and Power Company. He sold 274 ranges in fourteen months in a town having 1,100 meters.



## To Train Tomorrow's Housewives



Copyright Madeco, N.Y.

move that this girl was sent to the other ten properties on the same mission. This check-up plan is now repeated every six months as a regular part of the range merchandising activities.

Gucker's range campaign, inaugurated March 15, was not distinguished for its originality or its startling inducements. This is not the way, according to Mr. Gucker, appliances are sold in the small places where the specialty salesman is conspicuous by his absence. Gucker's range campaign was marked, however, by the sound foundation on which it was built and by the public response to his cooking demonstration and his offer of "the \$35 installation made free of charge for the next eight weeks."

### Advertised Once a Week

No salesmen were used other than the regular salaried employees only one of which was in a position to give his full time to this campaign.

Three-column, ten-inch, advertisements were run in the local paper of each town once a week.

"You must sell the advantages of electric cooking first or you can never sell electric ranges to the dweller in the small town. That is why I started this campaign with a demonstration by an expert," Mr. Gucker explains. "In Carroll, for example, I rented a vacant store for a day and announced a cooking school. I estimate that over forty per cent of the housewives in that town attended either in the morning or afternoon.

"This idea was duplicated in the ten other towns with a like successful attendance.

"Remember," he states, "that any event out of the ordinary will always draw better in the little place, where the appetite for amusement has not been jaded and where people are easier to reach and have more time, than in the cities. As a result of these demonstrations and the prospects they produced, the local managers, the administering force and myself sold thirty-nine ranges in forty-five days.

## Changeable Color Flood Lighting of Buildings

In designing its company building, the San Joaquin Light and Power Corporation of Fresno, Calif., included a very complete system of lighting which permits of a variety of color effects. The building is flood-lighted in three tiers, with a complete color range for each, so that it is possible to vary combinations of red, mauve, green and yellow. The result is one of striking beauty, a matter of civic interest and pride.

The installation was originally planned as an advertising and goodwill feature, but its success and economy have suggested the possibility of selling similar installations to other commercial buildings. Records have been kept on all of the 48 different lighting schemes to which this system lends itself, with the result that it is evident that the cost is far below what might reasonably be anticipated. The various lighting effects run anywhere from \$3.76 for three hours' operation to \$9.36 for the same period. This includes steam used in the urns which is a feature of the most elaborate scheme. The standard commercial rate for current is charged for the lighting. When the value of the striking illumination is considered from the standpoint of advertising, the cost is probably far below that of any other advertising medium for the same results.

### Southern Division, Iowa Light, Heat, and Power Company

## Merchandising Budget for 1926

Based on Expense Distribution for 1925.  
Eleven Towns; Total Population 32,000;  
Average Population 2,900. Gross Sales  
Equal 100 Per Cent.

	Per Cent
Material cost (appliances, fixtures wiring supplies, lamps) .....	62.5
Salaries and wages (includes three wiremen and half the office and administration salaries) ....	14.
Transportation .....	3.5
Bad accounts .....	1.
Rent, heat, light .....	2.5
Advertising .....	3.5
Postage, printing, office expenses .....	2.
Traveling, conventions, etc. ....	2.
Commissions .....	1.
Interest, taxes, depreciation, insurance, miscellaneous .....	1.5
	<hr/>
	93.5
Net profit .....	6.5

# Electric Shows *in Department Stores*

THE electric show staged as a community effort is a part of all pioneering sales work on electrical appliances and has been in many cities an annual institution for many years. A complete showing of electrical appliances and merchandise attracts the public to such a degree that they are willing to pay for the privilege of visiting the display.

Something new in electric shows has been contributed recently by a number of leading department stores who have put on their own electric show as a means of attracting crowds, selling the electrical idea and increasing their electrical appliance sales. One of the first department stores to adopt this method of showing electrical appliances was L. Bamberger & Company, Newark, N. J. More recently the show idea has been used by the Davis Company of Chicago, Strawbridge & Clothier, Philadelphia, and R. H. Macy, New York.

## Public Responds in Attendance and Purchases

The Davis Company held their second annual show last March. This year, as last, the Davis show was chiefly devoted to major appliances. A number of makes of washing machines, together with ironers, vacuum cleaners and electric refrigerators held first place in display and interest. A great deal of advertising space was taken in the daily newspapers and the public responded both in attendance and in purchases. In addition to the interest of the general public in the Davis show, a notable element was the number of department store merchandising men and electrical distributors who took the occasion of visiting the show to look over the merchandising display and exchange experiences with other merchandisers of electrical appliances.

Strawbridge & Clothier, Philadelphia, also held an electric show the first two weeks of March, which was advertised as a "Home Furnishing Fair," electrical appliances, which were featured, but other home furnishing equipment was displayed and demonstrated. One of the features of this Home Furnishing Fair were

the lectures on cooking and household work given every morning and afternoon by a home economics expert.

R. H. Macy & Company, New York, from May 1 to May 8, inclusive, put on their second annual electric show, which well advertised, and with a remarkably complete and attractive display, drew about 2,000 people a day to the exhibit. The Macy show also featured home economics lectures, and it is very much worth noting that the lectures were furnished by the New York Edison Company from their home economics department.

This example of central station cooperation with a department store was carried still further by the Edison Company in equipping an information booth. Edison Company employees were in constant attendance at this booth to give complete and accurate information on the many electrical subjects on which customers sought enlightenment. Although the chief purpose of the Macy Show was educational and sales were not actively pushed, it was remarked that people came to buy and not merely out of curiosity. The purely novelty appeal of electrical appliances has very much worn off, and the public interest has increased, as it has become a purchase appeal that brings them. At the Macy

show, as at the Davis show, there were daily specials advertised on the small appliances. These specials were displayed not only in the electric show on the eighth floor, but in the electrical department in the basement as usual, and good sales reported from both places.

## Twenty-Five Cents Makes a June Bride Window

One of the most effective windows ever displayed by the Sutter Electric Company of San Francisco, according to Robert Dummel, of that Company, was achieved by a little ingenuity and the expenditure of twenty-five cents. The idea of the display centered about the bride and the electrical gifts which might be given her. A small kewpie doll appropriately dressed in veil and orange blossoms represented the bride, who was shown standing at the steps of a small bungalow. This was formed from a lamp packing case colored with show card water colors. Door and windows were cut out and covered with yellow scratch paper, drawn in panel design. This gives just the right glow when a 40-watt mazda lamp is placed inside.

Round, colored tags used by the local jobbing concern from which the store purchases its stock were used, with the central design cut out, leaving a ring. This central design was then pasted over the ring, to look like the stone of an engagement ring, while a bit of blank paper was pasted over the back, the price being written in the framed white space.



Scene at the electric show, R. H. Macy and Company, New York, held May 1 to May 8. The exhibit attracted about 2,000 people a day, was well advertised, and had a complete and attractive display.



# Electric Cooking Appliances

## *offer opportunity for* Summer Profits



June, July, August and September are canning months. Display the electric range and electric cooker and tell housewives through every possible medium how easy it is to can in the range oven and in the cooker.

The cooker is compact enough to be conveniently placed in the car and when luncheon time arrives, the food will be found well-done and as hot and savory as when served at home. The regular Sunday dinner may

By FLORENCE R. CLAUSS  
*Home Appliance Editor*

ANY housewife will tell you that preparing three meals a day, three hundred and sixty-five days a year, is no cinch. And when it comes to the hot summer season, preparing a meal in a stuffy stifling kitchen is a real hardship. Contrasted with this picture of utter discomfort is one of a cool, well-ventilated, kitchen where cooking is done electrically—meaning comfortably and conveniently, without heat or smoke—in pleasant surroundings and where the housewife at the end of a busy day is serene and unruffled. This is the picture that sells electric cooking equipment in the summertime.

Among the appliances that housewives need especially in the summer, are the small table appliances, making possible outdoor preparing and serving of meals, the small portable cooker which may be used anywhere after the food has had its preliminary cooking, the larger

cabinet cooker, and the electric range. The range and larger cooker are, of course, year-round appliances; and sales are pushed vigorously on these appliances all the seasons of the year. Of course, the other appliances mentioned are also year-round appliances but because of their peculiar adaptability to summer living conditions and reasonable price, they are ideal hot-weather merchandise.

### Electric Cooker Usefulness

With the small portable cooker, of which there are several on the market, and which are now very popular indeed with housewives, many purposes are served. The cooker may be used as a household auxiliary cooking appliance and it may also be taken on automobile picnics. The food may be placed in the cooker an hour or two before leaving and cooked for the required period—which is usually an hour or more, at which time the current is turned off and the food continues to cook by stored heat.

thus be served in some beautiful woodland spot—the goal of all Sunday picnickers. Nor has the cooker yet expended its usefulness for it serves as an excellent canning device for use during the canning season. Of course its capacity is not as large as that afforded by the electric range oven or by some non-electrical canners, but many housewives prefer to can at one time small quantities of fruits and vegetables rather than undertake to can the entire winter's supply at once.

The smaller cooking appliances, the table stove, hot plate, grill, toaster, percolator and tea kettle are being made known to women through all possible mediums. The table stove is a versatile little appliance which fills all the cooking requirements of breakfast, luncheon, tea or evening party. Scrambled eggs and bacon, omelet, creamed beef on toast, asparagus tips on toast, welch rarebit, chicken a la king and a host of other tasty dishes can be easily prepared on this little stove and the bread can be toasted at the same



time. Muffins can be baked and chops broiled or fried and vegetables cooked as well. Boiling, stewing, broiling and frying can also be done on the hot plate and grill. For breakfast or tea the waffle iron makes delicious waffles and short-cake for strawberry and other fruit desserts. Tea can be made with the electric tea kettle and coffee in the percolator. Iced drinks can be made right at the table, with fresh tea or coffee using the ice cubes furnished by the electric refrigerator.

#### Canning In the Cooker and Range Oven

Aside from the fact that commercial canners seem to have flooded the market with their canned goods, home canning is not at all on the wane. Every housewife likes to have at least a small store of "home canned" fruits and vegetables as delicacies during the winter season and almost every housewife prepares strawberry or blackberry, grape or currant jam for her table. Home canning, therefore, has a universal appeal to women.

Several of the cooker and range manufacturers have prepared instructive material on the use of their appliances in cooking and canning which any woman can follow. The women's magazines, too, have prepared leaflets on the subject of canning, which may be had free or for a nominal sum. *Good Housekeeping's* Bulletin Service, 119 West Fortieth Street, New York City, has an excellent leaflet on canning which covers all the points necessary to follow for successful canning. Full directions, time table for "cold pack" canning, when to can and other helpful information is found in this leaflet, which is also well illustrated.

Women realize vaguely that electricity is a real convenience in the home but they need to be continually told just what specific services it does perform. There are many ways of placing the story of electric cookery before the women of a town or community. First, there is the local newspaper; advertise in it. Newspapers in a town of any size, run a woman's page which most of the women read religiously and accept the suggestions and hints which appear there. This is a good place to tell the story of electric cookery and its summer-time convenience. All manufacturers of cooking equipment issue recipes and hints about food preparation which material can easily be prepared for publication in

the woman's page or for an advertisement. Manufacturers, likewise, have available circulars and folders of all kind imprinted with his name and address which a merchant can get for distribution to his prospects.

#### Mail Publicity

These folders and mailing pieces make excellent publicity material to accompany a form letter a dealer could send out to the women of his community, pointing out the advantages of preparing meals the summer through electrically. Names for a prospect list can be obtained from social, civic and church societies.

The store and windows, in the meantime, however, should be decorated to carry out the idea the dealer is trying to put over. Store and window displays furnished by manufacturers can be effectively used and the window itself can be made to show a cool kitchen with ventilating fan, range, cooker and other cooking appliances. Or the idea of electric canning can be stressed by a display of a few jars of canned fruits, a cooker, the electric range oven, white top table and some of the utensils and tools required for cooking, such as large pans for the blanching process, empty jars, tops and rubbers and some of the fruits or vegetables in

season at the time of display.

For a more extensive and more elaborate cooking appliance campaign, the services of a home economics woman or experienced housewife may be employed for a given period during which time a consulting service in summer cookery and canning could be announced in all advertising mediums. In this connection, also, classes in cookery and canning could be held, bringing in the electric refrigerator as well. In all publicity and advertising material it is well to incorporate as often as possible different recipes for electrically prepared dishes. There is something about a recipe that compels a woman's attention and she will collect and hoard recipes faithfully even though they are never used.

At ice cream and strawberry festivals, popular in the summer time, lawn fetes, bazaars and other activities have an electric cooker displayed in the booth selling canned fruits and vegetables. Perhaps the demonstrator could do some canning on the premises thus advertising the cooker.

Electrical cooking appliances are just as much "in season" in the summer time and just as profitable to push as awnings, sporting goods, ice cream, and straw hats.



*On a hot sultry day, what could be more pleasing and more tempting to the jaded appetite than a tasty luncheon in attractive outdoor sur-*

*roundings? Sell the idea of electric table cookery for porch meals this summer. Percolator and table stove can be put to good outdoor use.*

# Merchandising Under the "Leased Department" Plan

THE Kansas City Power and Light Company, Kansas City, Missouri, serves a population of approximately 600,000 people. Last year, according to C. F. Farley, vice-president in charge of merchandising, it did a gross merchandising business of \$630,000 on a capital investment of but \$48,000. In other words, it turned its capital thirteen times.

How was this interesting situation brought about? The Kansas City Power & Light Company, in the opinion of Mr. Farley, turned its merchandising capital once every four weeks, because it borrowed a page from the present practice of one of the keenest of merchandising institutions—the department store.

It is a well-known fact that many of the largest and most successful department stores "lease" a specified portion of their floor space to an individual or to a company and that this individual or this company operates a certain department or sells some specific line under the name of the store whose roof shelters this

enterprise. The exact details of the arrangement between the lessee and the lessor vary according to circumstances. The store frequently receives a flat rental of so much per month for the use of its name and space. In other cases it gets a certain commission from the lessee based on gross sales.

The Kansas City Power and Light Company has adopted this latter procedure on the following lines of electrical merchandise: vacuum cleaners, washing machines, ironers, violet-ray outfits and last but not least, electric refrigerators.

"The rental arrangements which

"Highly satisfactory," says C. F. Farley, in charge of sales for the Kansas City Power and Light Company—\$630,000 gross appliance business last year on \$48,000 capital—Electric refrigerator sales operation outstanding example of its successful application

we have with the companies and with their local representatives on these lines are most satisfactory," Mr. Farley remarked. "Take the violet-ray counter as an example. We get 20 per cent commission on its gross sales. A man and his wife operate this little corner in our store. Last year they sold over \$18,000 worth of outfits. Our gross margin therefore was \$3,600."

Mr. Farley explained that the reason the gross sales on violet-ray outfits showed up so well was due to the fact that the couple who leased this space—on a percentage of profit basis—had a considerable financial interest in the matter of sales volume, therefore they never missed an opportunity to demonstrate their wares. They were letter perfect in their sales talk and they gave many evening demonstrations in the home. "You couldn't get an ordinary floor clerk to do this," he stated.

## The Electric Refrigerator Agreement

The violet-ray selling arrangement illustrates the operation of the "leased department" plan reduced to its simplest terms. How does it work out with a major appliance?

Kansas City Power and Light Company sells electric refrigerators under a similar agreement. Here is an opportunity to study the "pros and cons" of the marketing of an up and coming device through a large central station channel—by an outside agency.

Briefly stated the sales agreement between William E. Day, sole distributor for a well known make of electric refrigerator for the western part of the state of Missouri, and the



Electric refrigerators are given a prominent lobby location in the electric shop of the Kansas City Power & Light Company. It is estimated that 2,500 customers of this utility, pass this refrigerator daily.



Kansas City Power and Light Company, his exclusive dealer in Kansas City, is as follows:

That in return for a 15 per cent commission off the list price of every electric refrigerator sold in Kansas City, the lighting company agrees to furnish ample and suitable floor space in its store for the proper display and demonstration of Day's line of refrigerators. It will provide not less than ten feet of store frontage for a permanent window display. It will advertise in the newspaper at least one insertion a week—space to approximately 30 column inches. The lighting company will spend approximately 3 per cent of estimated gross sales on refrigerators for publicity. It will bill purchasers and act as a collection agency for time payments and it will finance this on time "paper."

#### Handles Outside Salesmen

Mr. Day agrees to—"hire, train and operate a force of outside electric refrigerator salesmen." (These men also receive 15 per cent off the list for every refrigerator sold.) He pays all transportation and delivery costs and takes care of all requests for service.

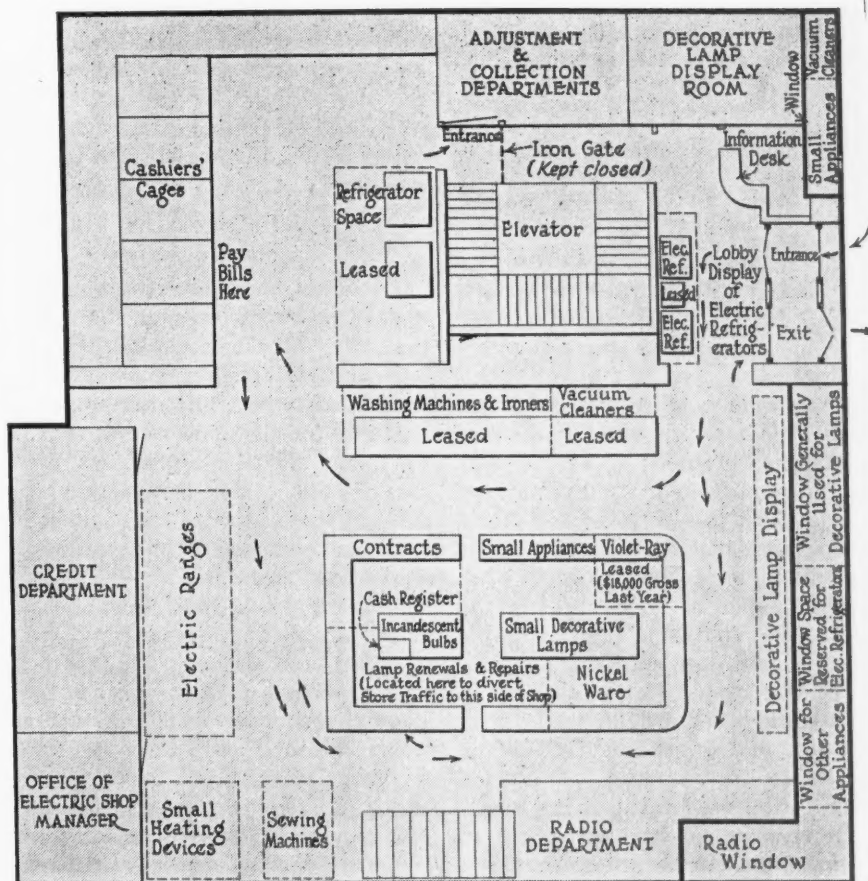
Here are the benefits of this arrangement, as related jointly by Mr. Farley and Mr. Day:

#### For the utility—

All the advantages of a highly trained and expertly directed crew of electric refrigerator specialty salesmen without the responsibility of organizing or operating such a force. Practically no capital investment required. Retains the desired amount of control over sales through close and friendly contact with the distributor and through the fact that all sales are made in the name of the lighting company. No expense for insurance or losses through depreciation of stock or returned refrigerators.

#### For the selling agent—

All the sales benefits of the prestige which the lighting company enjoys in Kansas City. A modern electric shop, well located, in which to exhibit his wares—it is estimated that over 2,500 people daily pass through the lobby of the Kansas City Power & Light Company's Electric Shop and right by the refrigerator display. Adequate publicity. Freedom from worry about collections. An available list of 120,000 customers of the lighting company for circularization purposes.



The above diagram indicates the percentage of space given over to "leased departments" and the nature of the appliances which are sold by this method. Notice the location of

the lamp renewal department. It was stated that before this counter was located in its present position, less than one-tenth of the people would pass the Radio Department.

Nineteen twenty-six will mark the second year that the "leased" plan of operation has been in effect between the organization which Mr. Day has built up and the Kansas City Power and Light Company. Refrigeration sales for 1925 were 286, or a total gross of approximately \$90,000. The quota for 1926 has been established at 850, three times that of last year.

#### 170 in Four Months

"I see no reason why we will not meet this quota," remarked Mr. Day, "in view of the fact that during the first four months of this year my organization, operating under the Kansas City Power & Light Company, sold over 170 refrigerators. January to April is about the worst period of the year, as you know, in which to sell electric refrigerators." Mr. Day now has a field force of 14 men operating in the territory covered by the lines of the lighting company.

In view of the fact that the Kansas City Power and Light Company depends upon an outside agency

for volume sales in refrigerators the extent of its distributor's activities are of interest. This is apart from their own individual merits—because the nature of these activities will serve to indicate the degree of co-operation which may be expected from the distributor in an arrangement of this kind.

As in all major appliance selling the outside salesman is the key to the situation. Mr. Day not only realizes this, but has evolved a unique, and apparently successful, method of overcoming one of the greatest obstacles to outside selling, viz.: the problem of obtaining and retaining the "resale man." Mr. Day hires employed men. His advertisements for salesmen read as follows:

#### Ambitious Men Wanted

Applications will be considered from a limited number of ambitious men now employed and preferably over 30, who would like to enter the selling end of an industry that will make fortunes for salesmen—Electric Refrigeration. You will receive a week's intensive course in salesmanship and a position at the end of the course that should net



you a minimum of \$5,000 annually for the rest of your life. A charge of \$10 will be made to cover text books, half of which will be refunded with graduation diploma. Prepare now to share in the thousands of dollars that will be paid to our salesmen this coming spring and summer. Apply in writing only. Address Kelvinator Institute, 1330 Grand Avenue, Kansas City, Missouri.

This advertisement was inserted for three nights in a Kansas City paper. Mr. Day received sixty-four replies. He selected thirty-four applicants and twenty-eight of this number agreed to pay \$10 for the course. When this class graduated he obtained eighteen men who were willing to change their occupations.

Here are the outstanding facts about this plan: In the first place he interviews only men who are at present employed and who wish to better their position in life. This means that he does not have the problem of the "floater" to deal with. In the second place, only those men who are willing to deposit \$10 for the course are accepted. This is a check on the good faith of the applicant and a test of his sincerity.

While these men are taking the course they have an opportunity to consider fully the kind of work they are contemplating taking up. After the first three days of study a "student" goes out with a senior sales-

man and obtains actual experience in the selling process. Thus he has ample opportunity to demonstrate his own fitness for the position as well as to determine in his own mind whether or not he wishes to take up this work.

#### Electric Refrigeration Offers Fascinating Field

It would probably be a difficult matter to obtain men of the calibre that Mr. Day has located, were it not for the fact that electric refrigeration affords a new and fascinating field for personal efforts and reward and holds out promises for a real income. Mr. Day states that among these sixty-four applicants were men who were then employed at the following tasks:

A clerk in a department store, president of an ice company (this is a fact, not fiction. The ice man was dissatisfied with his present income and was "sold" on electric refrigeration), owner of a small dry-goods store, a draftsman, a book-keeper, a chiropractor, a high school teacher, an employee of a telephone company, a bank clerk, a superintendent of schools.

"What was formerly the hardest task has become, under this plan, the easiest," says Mr. Day.

Mr. Day's office is located across

the street from the lighting company. His men report to him every morning. One of them is assigned to duty for the day in the lighting company's electric shop. This man interviews all floor prospects and files the names, on 3 x 5 cards, of those whom he thinks it would be worth while following up. This action protects him for one month.

So far Day has not developed any unusual methods for getting business. His force of high class, well trained, salesmen is his chief selling tool and he is using it to the utmost. Fifteen live salesmen, backed by all the resources at the command of a large public utility corporation, such as the Kansas City Power and Light Company, make, of themselves, an unbeatable combination.

It is to Day's interest to see that these men make good and it is just as much to the interest of the lighting company to render its selling agent every possible assistance.

To illustrate this last point: The lighting company will loan and deliver an electric refrigerator to a fair or a church social, or a club banquet in order that the food used at such affairs may be properly preserved. Another example—the letter acknowledging receipt of request for additional information about the training course for salesmen was written on the letter head of the Kansas City Power and Light Company. A third illustration of the interlocking of sales relations between Day and the utility corporation—Day obtained a number of testimonial letters from satisfied users and the advertising department of the lighting company incorporated some of these replies in its copy.

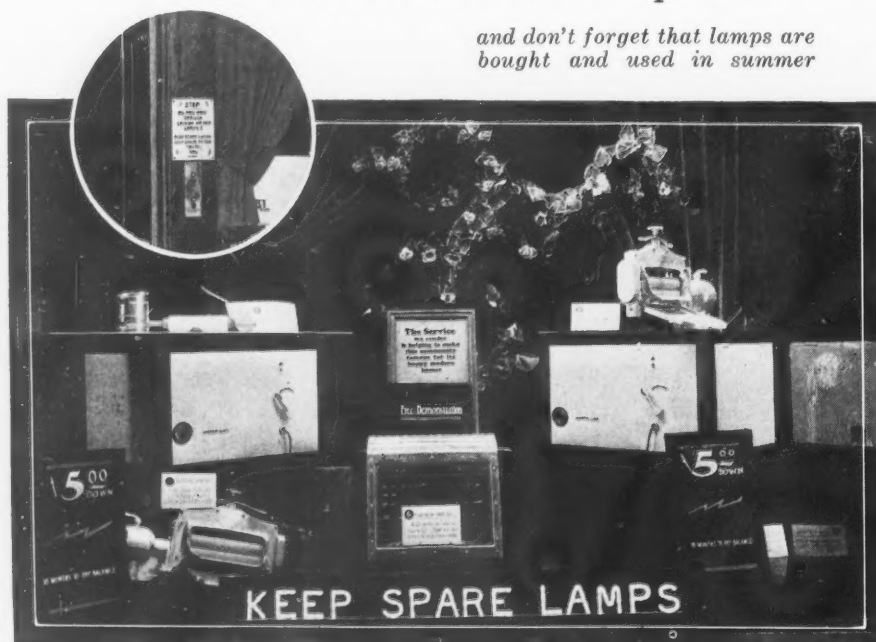
#### Successful Operation of "Leased" Plan Depends on the Man

The arrangement which the Kansas City Power and Light Company, through its representative Mr. Farley, has with Day is largely dependent for its successful operation on the present relations of these two individuals.

The actual agreement is rather loosely drawn and is subject to cancellation by either party on thirty days' notice. To quote Mr. Farley—"Our objective is mutual—to sell more refrigerators. We do not strain a point therefore, but meet each other fully half way. The result is a working agreement and a merchandising activity which will triple our refrigerator sales for 1926 over that of the preceding year."

## Don't Overlook the Staples

*and don't forget that lamps are bought and used in summer*



Lamp sales are excellent with the Southwestern Gas and Electric Company at Texarkana, which is part Arkansas and part Texas, because the customer is continually reminded that they should have a home stock of spare lamps. J. E. Bryan commercial manager at Texarkana,

states that a decided increase in lamp business has been shown since the installation in the window of an incandescent letter sign reading "Keep Spare Lamps," the sign at the door to remind the departing customer and a brightly lighted display show case in the store.



# Selling Ironers to Washer Customers

Special "companion purchase" contract to customers who are paying for washing machines—Four weeks' campaign sells 41 ironers to 400 washer customers.

**T**HE owner of a washing machine is by far the best prospect for an electric ironer, according to K. P. Goewey, sales manager for the Nebraska Power Company, Omaha, Nebraska. Mr. Goewey verified the truth of this contention when he staged a campaign on ironers a few months ago and sold forty-one in four weeks—increasing his normal sales of six a month by over 600 per cent.

"You will generally find," states Mr. Goewey, "that the electric cleaner is the first mechanical labor saver for the home that is purchased. The washing machine follows shortly thereafter. Then comes a breathing spell during which time the modern woman considers not only the electric ironer, refrigerator and range but a host of pleasure giving devices, such as a radio set, as well. Is it to be wondered at, therefore, that the purchase of an ironing machine is frequently side-tracked and generally neglected until the very last? Appreciating this fact," he continued, "I planned my recent campaign to reach the woman who is still paying for her washer and thus forestalled any tendency to buy something else ahead of the ironer."

"For this special class of prospect I prepared a special form of purchase contract. This form differed

from the standard in that the phrase 'combination contract' was inserted in place of the name of an individual appliance. This plan permitted a person, who was then paying for a washing machine, to buy an ironer after the first five or more payments had been made on the washer. These five payments—they averaged closer to eight—were sufficient to give my company an ample margin of equity protection in both devices. In other words the old washer contract was replaced by a new one covering both washer and ironer and totaling approximately \$300 and running for about two years."

## High Percentage of Sales to Prospects

Goewey adds that the sales records of the Nebraska Power Company gave him the names of over 400 people who were then in the process of paying for an electric washing machine. He put ten outside salesmen to work on these prospects and sold 41 (10 per cent) of them ironers.

"This campaign was conducted very quietly as far as the general public was concerned," declared Mr. Goewey. "The incentives were: 'No additional down payment on the ironer' and 'enjoy a complete laundry service at once.'"

"The prospect was reached first by a personal letter which explained the proposition in detail and then, within four days, by a visit from one of my ironer salesmen. The letter, as I remember it, started out something like this:

"We note that you are now enjoying the benefits of an electric washing machine and we congratulate you on your wise decision to let a machine do the work no woman should perform. Now that you have had convincing proof of the great savings one appliance can make we know that you will be interested in our special plan, to you, for extending this service so that you may receive *complete laundry service* at no extra monthly charge. You are now paying us \$8 per month and have already made six payments. By continuing this *same* payment 16 months longer than your original contract calls for we will be very glad to deliver to your home *tomorrow*, if you but say the word, a brand new Model H Blank electric ironer, etc."

"I cannot help but feel that these letters were far more effective than the average run of letters from an appliance store because they were individually filled in with the exact number of months and amount according to the status of each customer. Thus in a strict sense they were personal and were not thrown away. But thirty letters were mailed per day. This gave my men plenty of time to make the personal



contact while the matter was still fresh in the prospect's mind.

Here is an angle to this campaign which was no inconsiderable factor to its success. Every salesman assigned to this work was required to qualify as an expert "ironer."

Under the tutelage of a woman demonstrator, provided by the manufacturer, the men were instructed in every detail of this ironing process. At the end of this course the salesman was required to iron, to the complete satisfaction of this professional, the following pieces or he was barred from receiving his commission on ironer sales: a man's shirt, a pair of rompers, three flat pieces, an apron and a house dress.

Needless to say all ten men made the grade with flying colors. In fact the quality of work they turned out was so uniformly high that the nominal prize Goewey hung up had to be increased and divided among all of them.

"This knowledge was a wonderful help in closing sales," declares Mr. Goewey, "and knocks square on the head that popular adage that 'it takes a woman to demonstrate an ironer.' Incidentally it gave the salesman a real standing in the eyes of the housewife and saved the cost of a special demonstrator."

"How about your list of washing machine owners who had already paid for their machines?" Mr. Goewey was asked.

"There were not so many of these as one might suppose," he replied. "I passed out the names of this latter class by territories to the men and they called on them when in the

neighborhood. The terms made to these customers were \$5 down and \$10 a month. As I recall it, there were five orders turned in from this source."

### The Question of Credit

The credit rating of a customer, according to this western sales manager, deserves particular attention in a plan of this kind. "For instance," he states, "I have tem-

porarily discontinued this scheme because things are a little quiet here in Omaha right now. I am prepared, however, to make this same offer to any customer who is in a position to take advantage of it and intend to institute a similar campaign just as soon as conditions warrant it. The promotional cost of such a plan is slight—the results, with properly trained salesmen, are more than satisfactory."

## Los Angeles Inspectors and Contractors Co-operate

THE city inspection department and the Electrical Contractors' and Dealers' Association of Los Angeles have realized the benefits of a friendly relationship and a complete understanding and both sides are doing all in their power to bring it about, with most gratifying results.

R. H. Manahan, city electrician, and H. M. Beecher, chief inspector, make it a point to keep their offices accessible at all times to contractors who have problems of importance to talk over. This is not with the idea that questions should be taken over the heads of deputy inspectors, but rather that questions of common interest may be talked out without the interference of the usual official red tape. Mr. Manahan's personal approachableness and his belief in the "open door" policy in themselves are in large measure responsible for the existing cordiality.

Tuesday of each week is made the occasion of an informal conference between contractors and inspectors. A luncheon is served at the offices of the Electrical Contractors' and Dealers' Association, the meal being prepared on the electric range under the supervision of Miss Helen I. Mikesell, secretary of the organization. Mr. Manahan and Mr. Beecher always attend these gatherings, as do as many of the electragists who can make it possible. As a consequence the meetings have become an open forum for the discussion of all problems which concern the electrical industry in Los Angeles.

Here new rules contemplated by the department are brought up and discussed and suggestions are made by contractors as to conditions which they feel are in need of constructive legislation. Questions of interpretation of rulings, complaints on inspectors' rulings, methods of construction found satisfactory in other communities and like matters are also taken up and given consideration.

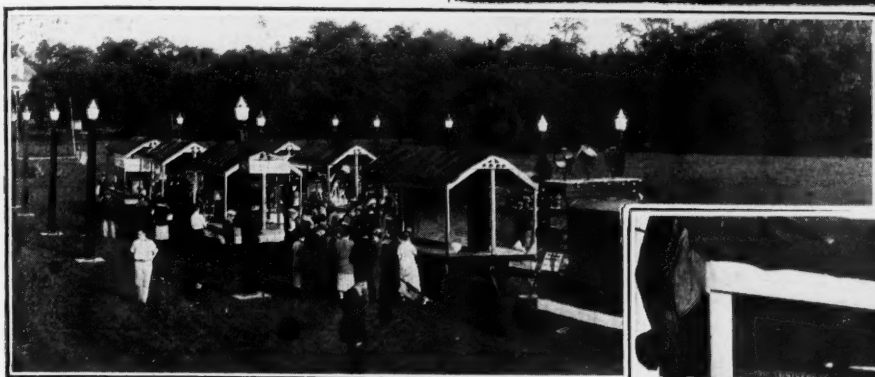
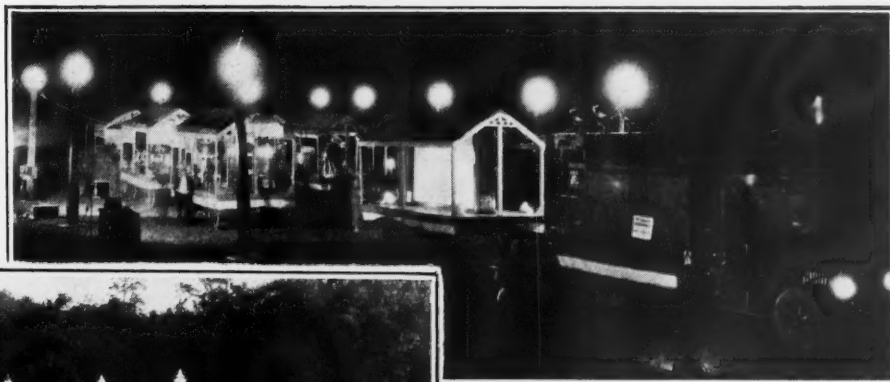
Any contractor who feels that an injustice has been done him brings his case before this meeting, where it is thoroughly gone into by all. The support or disagreement of other contractors and the open discussion and rendering of decision by the heads of the department often succeeds in settling a matter with good feeling which might otherwise have never been quite cleared up.

The interest and importance of these meetings has attracted others besides the contractors from the electrical industry and power men and representatives from manufacturing companies are regular attendants.

COMBINATION CONTRACT		NO. A 10951
Form No. 2168-100 Bks. Cr. 3319-25 Sets		
MEMORANDUM OF AGREEMENT between NEBRASKA POWER COMPANY (hereinafter called the Company), and <u>Thomas R. Smith</u> (hereinafter called the Purchaser), made and entered into this <u>5</u> day of <u>March</u> , A. D. 19 <u>26</u> .		
THE COMPANY AGREES: (1) That it will deliver to said Purchaser certain property hereinafter described, under a bargain for the sale thereof, and for which the Purchaser promises to pay at the office of the Company the sum of _____ dollars (\$ _____) when the same shall become due and payable as follows, to-wit: _____ dollars (\$ _____) at the time of the signing of this agreement and the balance of _____ dollars (\$ _____) in _____ payments of _____ dollars (\$ _____) with each electric service bill every month if the Purchaser be an electric service customer; if not such customer, then on or before the 25th day of each month until the whole amount is fully paid.		
(2) The property so agreed to be sold is to be used on the premises known as <u>16 So. Weyman St.</u> Street, of said city of Omaha, and is described as follows: <u>Combination Contract, one Model L. E. Washer and one Model 30 Ironer.</u>		
(3) Said Purchaser, agrees that he will not remove said property, or any part of, from said described premises. No. <u>16 So. Weyman St.</u> Street, nor sell, assign, mortgage or otherwise dispose of the same without the written consent of the Company.		
(4) It is expressly understood and agreed that said Company does not part with, and the said Purchaser does not acquire, any title to said property whatever until the said amount of the total purchase price has been paid.		
(5) In case the Purchaser shall make default in the payment of the above named sums, or any of them, or shall make default in any of the conditions of this agreement, the whole amount remaining unpaid shall, at the option of the Company, at once become due and payable; and the said Company may enter the premises of the Purchaser and take possession of said property and remove the same, and all payments made thereon will be held by the Company and deemed as a rental of said property.		
(6) If when said property, or any part thereof, shall be attached to the freehold upon which it is situated so as to entitle the Company to a lien, then as to such attached property the Company shall not be deemed to have waived its right to effect such a lien.		
(7) All agreements relative to the purchase and sale of said hereinbefore described property shall be deemed to be embodied in this agreement.		
(8) This agreement shall not be binding upon the Company unless approved and signed by its Sales Manager.		
Approved: <u>R. F. Specialty</u> By _____ Sales Manager.	Witness: <u>Philip Jones</u> Purchaser. Salesman.	

Combination contract used by the Nebraska Power Company in selling ironers to washer customers

Summer electric show  
on trucks stimulates  
appliance sales



## Carrying the Display to the Customer



**A** DIFFICULTY in selling electrical merchandise in a small town is not only the lack of proper display, but also that complete lines are not shown. A woman in a small town, when she spends her money, wants the same variety of choice as her sisters in the big cities. If the display of a sufficient variety of electrical merchandise can be brought to the small towns public interest will be greatly stimulated and sales of electrical appliances will result.

### Electric Show on Wheels Had Complete Display

J. C. Menut, general manager of the General Gas & Electric Company, inaugurated last summer, in the territory of eastern Pennsylvania and Dover, N. J., an electrical show on wheels which brought to the consumers scattered over this wide area a complete display of electrical appliances. The communities in this territory are served by the General Gas & Electric Company, through its subsidiaries, the New Jersey Light & Power Company, and the Pennsylvania Edison Company.

These companies do not merchandise, so that this electric show, which was drawn by a fleet of three trucks and mounted on seven 8 by 16 feet standard trailers, was a co-operative activity to foster the selling of electrical merchandise by the local contractor dealers. This stimulation of interest in the use of these appliances, would benefit the companies through increased revenue.

The trucks visited thirty-three towns over a period of seven weeks and were accompanied by two line-men, two electricians, two uniformed

attendants, seven truck drivers and eleven demonstrators furnished by the manufacturers.

Manufacturers of the merchandise exhibited co-operated in fitting out the caravan, furnishing demonstrators and enlisting the interest and support of the local dealers. The response to the exhibit was impressive. In all, about 75,000 persons visited the show. The big crowd was had one day when 10,000 people inspected this unique appliance exhibition. No direct solicitation was done by anyone, as the company emphasized the fact that the exhibit was purposely for educational things. In spite of this, local dealers everywhere reported immediate results in sales.

### Appliances Ranged from Irons to Refrigerators

The appliance display was complete, ranging from irons, fans, percolators up to refrigerators and electric ranges. Electrically driven tools, a milking machine, an oil burner heater and an automatic feed for anthracite furnaces were also shown. Twelve street lighting standards constructed of wood lighted the display.



The source of current for the  
"electric show on wheels"





# Selling

## *Slams the Summer Slump*

Plans that have paid—for salesmen  
and sales managers

### Borrowing a Main Street Window Sells Cleaners

Although the building of The Lowell, Mass., Electric Light Corporation is ideally located for office and general business purposes, it is not on a popular shopping street and consequently the company's display windows have not the attention value of those located in the dense traffic of a main thoroughfare. This handicap of location is not unusual among electric service companies, but it remained for J. A. Hunnewell, manager at Lowell, to solve the problem by the very simple expedient of "borrowing" the window of a main street merchant.

On two different occasions, The Lowell Electric Light Corporation has rented space in the windows of a store close to the heart of the retail business district for purposes of giving special demonstrations of Royal cleaners, and in both instances the management was satisfied that the expense was more than justified from a sales standpoint. The incidental advertising value of the displays was "velvet."

Each of the two demonstrations lasted two days, beginning at eleven o'clock in the morning and continuing until seven at night. The demonstrating in each case was done by a factory representative experienced

in this class of work, assisted by one or two of the light company's salesmen who were kept busy answering questions, getting names of interested onlookers and securing actual orders when possible. These immediate orders amounted to only three or four at each demonstration, but from the leads secured there afterward resulted about a dozen sales.

The cost of these merchandising

experiments averaged \$40, including ample newspaper announcements. The immediate traceable results in each case were twelve sales amounting to about \$750 gross. In addition to the actual sales however, we are bound to consider the advertising value of the "borrowed windows." A rough check indicated that about 120 people an hour showed a definite interest in the displays, or a total of close to 1,000 people on each of the four days.

The photograph below shows a typical window audience during the Lowell demonstrations. "This condition existed throughout the time the demonstrations were given," says Mr. Hunnewell, "There was always a good sized crowd to watch the demonstrator at work. We believe a substantial profit was realized."

### News to Catch the Ad Reader

Beatty Brothers, Ltd., of Vancouver, B. C., took a page of space in a local newspaper to advertise a special sale of three carloads of electric washers. Instead of a blazing full-page ad, they used only six columns for the display.

The first two columns at the left of the page were given over to an article, set in ordinary news type, on "The Modern Washday," explaining the benefits of electric washing machines without advertising or recommending any one type.



The Lowell, Mass., Electric Light Corporation staged vacuum cleaner demonstrations in windows borrowed

from merchants located on the "main street." These demonstrations cost about \$40 and realized \$750 in sales.

## Mystery Campaign Sells Medford Ranges

Manufacturers of package confections have long appreciated the advantage of preparing the market for the advent of their product by mysterious questions flung at the public from all billboards and street corners. The same idea applied to electric ranges was used by the California-Oregon Power Company in a campaign recently staged in Medford, Oregon. In this case the query took the form of the demand to know "Do You Love Your Wife?"

The first stage of the advertising took this form alone. Teaser posters, windshield stickers, and newspaper advertisements covered the countryside. The posters were placed at night and appeared one morning at intervals of 300 feet for five miles in each direction out of town, not to mention 200 posters placed within Medford itself.

This work was done by company employees, who were admonished to maintain absolute secrecy. Two boys were furnished the stickers with instructions to place them wherever welcome on windshields. Quarter page advertisements in the papers followed this up and in addition considerable publicity was given the stunt by several "mystery" stories written about the theme which appeared daily in the local press. Slides were prepared for the motion picture theaters and the question was asked at every afternoon and evening performance.

The culmination of the mystery

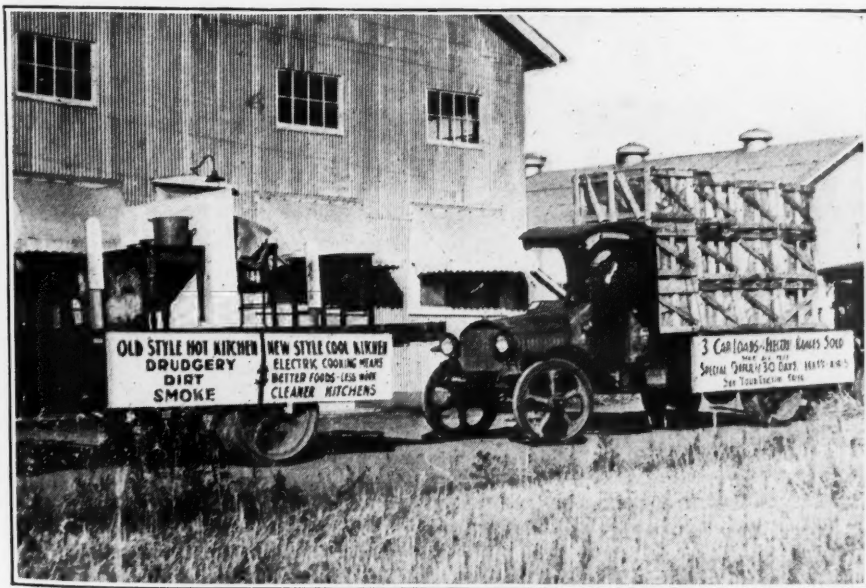
campaign came in the form of posters which read, in addition to the usual question "Do You Love Your Wife?" the instructions, "If you do, be sure to have her down town Saturday night at 8 p.m." Those who took the advice—and the number was estimated to include a large proportion of the married men in town—were provided with the answer to the question in the form of an illuminated parade, preceded by a brass band and made up of a series of floats built about the idea of an electrical kitchen and its advantages over the old style.

The basis of the sales argument was the reasonable cost of the range,

**THE** wise salesman will avoid the possibility of a "change of mind" on the part of his prospect. When he has the contract signed he will take it and go.

From "The Circulator"

which was delivered and installed ready to use on an initial payment of but \$15, with the remainder payable in small installments distributed over a period not greater than one year. With but 2,110 domestic consumers in Medford, of whom about 550 were already users of electric ranges, a record was made of seventy-five range sales during the period the campaign was in progress. This brings Medford to a saturation point of over thirty per cent in the homes using the electric range.



The mystery campaign on electric ranges recently staged in Medford, Oregon, culminated in an illumi-

nated parade, from which one or two of the participating trucks are here shown "the morning after."

# DO YOU LOVE YOUR WIFE

?

If you do, be sure to have her down-town Saturday Night at 8:00 P. M.

*Teaser posters and advertisements appeared simultaneously in Medford, wishing to know whether you loved your wife. Handbills inviting all husbands to a Saturday night disclosure of the mystery brought out quite a crowd for the range parade made as the initial move in the range campaign staged by the California-Oregon Power Company.*

## Putting the Rainbow to Work

If the rainbow does not lead to a pot of gold, at least its colors, used in window lighting, can lead to increased sales and profits. Such is the finding of a middle West dealer who's store is one of the most talked-of business houses in town.

Each week he elaborately trims his window and lights it with various colored lamps. The lamps are kept lighted until after theater hours every night, throwing a beam of colored light into the street. The color combinations are changed each week. Much fine publicity has resulted.

## Got Newspaper Publicity

Several newspaper stories were written about the display and several people have reported that their children have taken such an interest in the lights they practically compel them to drive their autos past the store at least once a week. There is hardly a person in town who does not know about the store with the colored lights.



## *Southern California Edison Company*

# To Co-operate with Dealers Under New Sales Plan

By C. GRUNSKY

**W**ITH the announced intention of adding 200,000 hp. to its lines during 1926, the Southern California Edison Company contemplates an aggressive policy in every phase of its sales activities. The company's plans, as given out, call for an increase of 55,000 hp. in the field of domestic and commercial lighting, 40,000 hp. in cooking and heating and 105,000 hp. additional power load. The minimum sales in the appliance field are expected to reach a figure of 3,000 electric ranges, 1,600 water heaters, 2,200 refrigerators and 20,000 miscellaneous small appliances.

### **Merchandising Department Will Pay Its Own Way**

While these figures cover the sales which are contemplated through power company channels, efforts are not to be confined to direct merchandising alone—and it is expected to increase sales through dealers in company territory to an extent which will add considerably to this total. The entire program will be conducted on a strictly ethical merchandising basis, the department resting on its own feet and paying its own way, with a margin of profit which takes into consideration the complete cost of distribution. It is none of the company's intention to put the local dealer out of business by unfair competition, nor to make one group of consumers pay the cost of providing another group with appliances.

One of the plans contemplated which includes the contractor-dealer in its scope is the assistance to be rendered in handling time payments. The Southern California Edison Company has become affiliated with a finance corporation, which will not only handle the paper for the com-

pany but also for any dealer in the territory who desires to take advantage of the offer. Under the arrangement the dealer makes the sale and keeps the down payment made. He may then turn over the contract to the acceptance corporation, who advance him the remainder of the purchase price.

He is thus enabled to make the full profit on the appliance sold and to keep his capital in circulation, much as though the transaction had been a cash one. The dealer's responsibility in the matter, of course, does not end until the payment of the final installment. This offer covers time payment contracts on ranges, water heaters, refrigerators, washing machines and vacuum cleaners where the article is sold for more than \$50.

### **Co-operative Plan for Small Appliances**

A co-operative plan has been worked out for the merchandising of small appliances, company officials, jobbers and merchandising committee of the Southern Division of California Electragists combining in working out the details. A

**T**HE Southern California Edison Company's minimum sales in the appliance field are expected to reach a figure of 3,000 electric ranges; 1,600 water heaters; 2,200 refrigerators, and 20,000 miscellaneous small appliances.

**Dealer co-operation is planned, and the company will help in the handling of time payments.**

schedule of individual appliances on which sales are to be run has been worked out for each month and these are to be offered to consumers for a limited period at a special price.

This offer is to be common to both the company stores and the local dealers, who are to share in the campaign on the same basis as the power company. Among the articles featured during the first six months of the year have been air heaters, irons, toasters, percolators, table stoves, and waffle irons. This last item was made a special feature for June, being looked upon as an ideal wedding gift.

Ranges are to be featured for the summer months, with the idea that the special features of the offer enjoyed over this longer period will serve to draw many dealers into the merchandising of this equipment who do not now handle it.

In connection with the selling of electric ranges, fourteen cooking schools are contemplated in different parts of the company's territory. Two of these have already been held, with great success. In Santa Paula and Redlands, the attendance was 950 and 1,615 respectively, with some twenty per cent of the registrants participating in the baking contests which were a feature of the event.

### **Special Plans For Larger Appliances**

In connection with its merchandising of refrigerations, the company plans to handle completely equipped cabinets only. Any customer desiring a refrigerating unit installed in an old ice box or who wishes a make not carried by the company will be referred to a local dealer.

An original plan has been worked out by which a large number of ma-

chines have already been placed with building companies. This is in the nature of a discount allowed on quantity sales, the final purchase price being determined by the number of machines installed, to be determined on the sale of the last machine during the stated period, much as other quantity sales are managed. This has already resulted in the complete electrical refrigeration of several blocks of houses under construction.

Especially attention is being paid to those homes which already possess an electric range on the theory that the low rate thus enjoyed is particularly favorable to the use of electrical refrigeration. Three letters have been drafted to send to all customers in this class, to be followed by a salesman's call.

All of the heavy appliances carried by the company will be on display in all of the company's sixty-four district offices and sub-offices. An organized staff of fifty trained salesmen will be kept always in the field, besides the twenty saleswomen at work in the offices. All types of appliances in this class will be sold at manufacturers' list price. Time payments on the larger articles will be arranged on a basis of six, twelve or eighteen months.

### Advertising Campaign

A special advertising and publicity campaign is contemplated. Two hundred thousand bill stuffers are being used monthly, in addition to which sales letters and special broadsides will tie in with all major sales efforts. An extensive program of newspaper advertising is in progress, covering 165 newspapers in the company's territory. The type of advertising used is illustrated at the right.

All this is planned so as to parallel dealer programs, so that the maximum effect of a simultaneous broadside may be produced. In all general appliance advertising, the customer is specifically referred to the local dealers for service.

The aim of the Southern California Edison Company is frankly stated to be that of load building—and the object of the present effort is to increase sales of appliances through whatever channel they will flow most naturally. It is hoped that the program will have a constructive and stimulating effect upon all purchasing throughout the territory.

## Dramatizing the Red Seal Idea

An effective method of presenting the Red Seal idea to architects, realtors and builders was recently evolved in Los Angeles, where a Red Seal campaign is now being carried on. The Los Angeles Electric Club are local sponsors for the idea under the California Electrical Bureau.

The club turned over its regular luncheon to the committee in charge who prepared and presented a one-act play entitled "Listen George" written by Richard E. Smith, advertising manager of the Southern California Edison Company. This depicted in humorous vein the terrors of the modern home when incompletely and improperly wired, effectively conveying the lesson of the

Red Seal idea in tabloid form. Every member took it upon himself to bring every architect, real estate man or builder in his acquaintance to the meeting, with the result that some 500 were present.

Before the play a brief statement of the history, purposes and plans of the Red Seal campaign was given for the benefit of the guests. The play itself portrayed the average man and wife developing the desire to build and own a home, which shall be adequately wired through the catastrophes experienced in their present dwelling. It was enthusiastically received. The sugar coated lesson, it was felt, was one which was most palatable and one which would not soon be forgotten.

The Modern Method of Refrigeration is now practical for every home using Edison Service

Use Electrical Refrigeration

CLEAN ECONOMICAL CERTAIN

THE Southern California Edison Company makes available a complete line of electrical refrigerators which are thoroughly tested and backed by the Edison network of safety service. They are on display in every Edison office. Even if you do not contemplate an immediate purchase it will pay you to see the Edison Refrigerator in person. It will show you the many things that it will do and how easy it is to use.

THE SAME free refrigerators which are used so successfully in markets and shops—breads and other—are now made in smaller sizes especially suitable for California homes. Any home with electric lights may have this new convenience which before long will be considered a real necessity.

Power comes on and off completely by an automatic time and temperature control.

The reason a heater is not a substitute for the refrigerator is that the heater is for the home, and the refrigerator is for the home. The heater is for the home, and the refrigerator is for the home. The heater is for the home, and the refrigerator is for the home.

Edison experts have investigated reports of several thousand homes where electric refrigerators were used. They found that the cost of electricity for the refrigerator was less than the cost of coal for the heater.

You'll be proud to own this modern household design.

The Edison Refrigerator is thoroughly constructed, built strong, sturdy, efficient, and will stand up to the most severe tests. Your friends will admire it, and it will be happy.

Every Home Should Have a Washer and an Ironer

There are two appliances which have been most of the progress of the modern home.

**\$10 Down**

Will get you in your home. The balance can be paid while you are enjoying the use of the machine.

**ELECTRIC WASHER & IRONER**

Below the washer is the ironer. It will be demonstrated for you at our office.

Both carry the Edison guarantee as well as that of the manufacturer.

**Southern California Edison Company**

Electrical Refrigeration for your home

What is it?  
What will it do?  
What is the method?  
What does it cost?

These are the questions which everyone is asking about domestic electrical refrigeration. The new method for keeping food sweet, cold, clean and dry. We cannot tell the whole story in this space but here are the answers to the above questions.

**What it is.** Refrigeration without ice. That is the story in three words. When you put this modern device in your house and turn on the current, you are through. Electricity does the rest. It is automatic. It looks like a refrigerator—it is a refrigerator—but it requires no ice.

**What it does.** The electrical refrigerator is a complete unit. By electric power it makes cold as low as 18° in the cold chamber and ranging from 40° to 50° in the food compartments. These temperatures are constant. It makes cubes of ice for table use. It makes ice. It makes sherberts. It makes frozen puddings. It gives complete refrigeration.

**What the method is.** The instructions for operating an electrical refrigerator are simple and amusing. They consist of three words. "Leave it alone." Just turn on the current—the rest is automatic. Go away for a week—or a month, the box will be cold, sweet and dry when you return.

**What it costs.** Probably less than you have been paying for ice. This is our conclusion after investigating the reports on several thousand installations throughout America.

For complete information, inquire of your dealer or the nearest office of

**SOUTHERN CALIFORNIA EDISON COMPANY**

Owned by these it Serves

"Come and Get It..."

**TOASTER** for MARCH \$4.75 only

Isn't it So these Mornings?

An electric heater in the bed-room and another in the bath room will quickly take the chill off the air.

**NO FUMES - NO FLAME - NO CONVEYING - PORTABLE**

Ideal for Baby's Bath

This is the Edison heater, (made by Hotpoint). Copper reflector, removable wire guard, ornamental base, adjustable to any angle, complete with cord and plug to fit any socket. This is an unusual value at

**\$6.50**

Also a smaller size at \$5.00

**SOUTHERN CALIFORNIA EDISON COMPANY**

Owned by these it Serves

**TOAST!**

With a Electric Toaster, and we are making a special effort to get every body on the list of electric toasters.

Electric Toaster. You can get it for less than the cost of the bread. You can get it for less than the cost of the bread.

Toast can be made with or without the use of the toaster. Toast can be made with or without the use of the toaster.

**Special Prices for March**

For more information, inquire of your dealer or the nearest office of

**SOUTHERN CALIFORNIA EDISON COMPANY**

Owned by these it Serves

**Special for JANUARY**

This selected Edison heater (made by Hotpoint) will be featured in all of our Offices as a January Special at

**\$5.95**

**SOUTHERN CALIFORNIA EDISON COMPANY**

Owned by these it Serves

**Electric IRON \$3.75**

Special for FEBRUARY only

STANDARD 2-iron. We are again offering a special offer on our standard 2-iron. It is a great value at this price.

**SOUTHERN CALIFORNIA EDISON COMPANY**

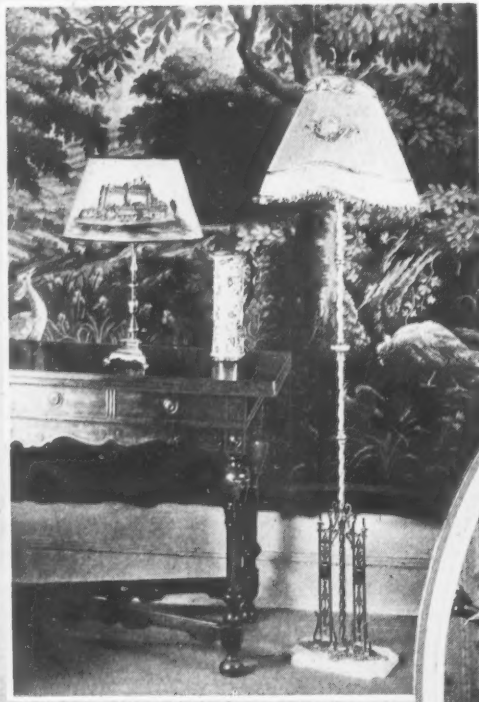
Owned by these it Serves

Samples of the advertising being used by the Southern California Edison Company to promote the use

of electric appliances in its territory. The samples show broadsides, bill stuffers and advertisements.



# Unusual New Lamps and



Left: Spanish floor lamp of metal, finished in antique gold, with coat-of-arms decoration in color. The base is ivory-finished metal, resembling marble, and by contrast brings out the lovely coloring of the shaft. Shade of pleated georgette over heavy silk. Complete, \$55. The table lamp has copper finish and is a reproduction of an Early American or English candle stick. It retails for \$20. Its shade, of parchment paper, hand-decorated with an imposing old chateau, is also \$20. Spanish pitcher, about \$4.



Right: Delicious waffles are made on this square-shaped waffle iron of polished nickel, listed at \$18. The percolator set is unusually graceful in design and may be had in nickel or silver finish, decorated or plain, for \$41 to \$61.50, according to design and finish. The pitcher is of putty-colored pottery and retails for \$2.50, while the lamp, with Chinese crackle finish on ornamental iron and pleated crystallized chintz shade, is \$25. The hand-engraved Venetian mirror shown to the right above is fitted with electric scones and retails for \$25.



Above: The ivory pottery base of the lamp at the extreme left supports a shade of deep rose parchment paper, decorated with two Grecian figures. The lamp complete is \$15. The base of the large table lamp is finished in Chinese red and dull gold and retails for \$15. The 18-in. shade has floral design and is listed at \$18.

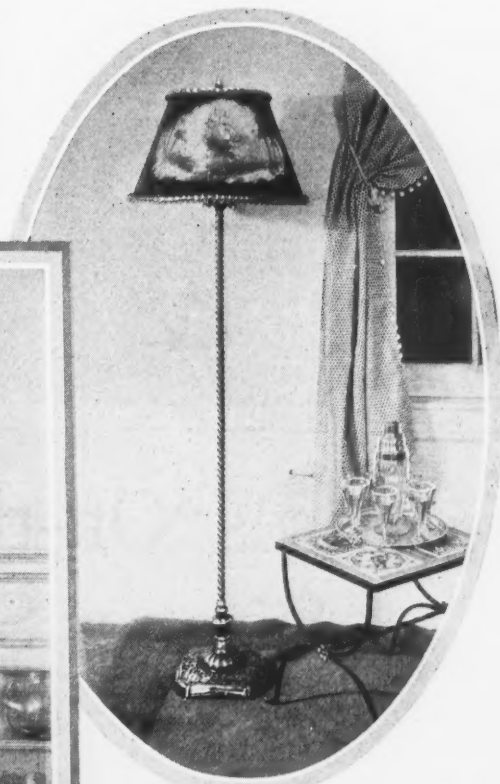
Right: Metal table lamp, finished in polychrome, has spray of Dresden flowers and the nude georgette shade is lined with rose silk. Complete, \$26. The hand-wrought iron table, with 18-in. onyx top, retails for \$64. Imported bisque lamp to the left is listed at \$5 and its 10-in. shade of hand-decorated parchment paper, showing Dresden lady, is \$8. The imported French shell boudoir lamp is a combination lamp and powder jar and retails for \$8.



# Gifts Seen in the Showrooms



Left and right: Lovely indeed is the table aquarium shown at the left, which retails for \$15. Floral sprays of metal support the square glass container. The floor lamp at right is a Moorish number, with dull Spanish brass finish. The parchment paper shade, decorated with Spanish galleon is beaded and edged with ribbon ruching. Complete, \$25. The beverage set of glass with copper tray and goblet stands is \$18.



Left: In this Colonial group is a black oil jar lamp, with two-light fixture, listed at \$24. The shade is of glazed imported paper, antiqued, with narrow gold paper edge and retails for \$12. The bridge lamp is of Swedish wrought iron, \$36, and the shade, of oblong shape, decorated with print of hunting scene, is \$20. The junior floor lamp to the left has metal shaft and base while the shade is of pin-pleated georgette trimmed with decorative lace banding at top and bottom. Its intended retail price, complete, is \$65.



Right: The shades of both bridge and table lamp are of "Velvomir," hand-decorated with birds and flowers. The bridge shade is trimmed with gold braid and imported gold ball fringe. It retails for \$17.50. The stand of the bridge lamp has Swedish iron finish and is listed at \$11.50. The floor lamp is wrought iron, finished in gold leaf, with black imported glass finial and pull cords. \$25. The shade is of pin-pleated georgette in gold and tangerine, with bottom ruching of changeable taffeta with gold edge. \$31.50. The table lamp is of wrought iron, gold plated and hand-decorated to match shade. The shade is \$29.50 and the stand is \$33.50.

All prices subject to trade discount.  
Manufacturers' names listed on page 6359.







## Increases "Off-the-Floor" Washer Sales

*\$1,000 per Month by Redecorating Store*

IS AN attractive store a necessity in order to do a 100-per-cent job merchandising major electrical appliances? What is the effect of store appearance on sales "off the floor?" Does it pay in other words, to "doll up" the place of business in which the main effort is centered on selling electric washing machines and ironers?

Six months ago, E. L. McCausey, owner of the Swan Electric Appliance Store, Grand Rapids, Mich., completely redecorated his appliance store. He states that, "I now average twelve to fifteen washing machine sales off the floor each month, whereas, up to last November, I sold but five or six from the store every thirty days."

That Mr. McCausey realizes the value of outside selling effort as the real creator of volume sales in major electrical appliances is evidenced by the fact that he employs four salesmen who spend all their time contacting prospects, giving demonstrations and closing sales "in the home."

"My experience leads me to believe, however," he goes on to say, "that the store can be made much more of a sales factor in the appliance game if it carries the proper appeal to the woman customer. It

should be clean, comfortable and inviting and, inasmuch as such a large percentage of electrical household apparatus is purchased by women, the appliance store may properly be given a distinctively feminine touch without in the least detracting from its business effectiveness. Our store partakes more of the atmosphere of

the tea shop than of the old-time electrical store as we used to know it."

Mr. McCausey gives to his wife and business associate, full credit for the delightful "atmosphere" which her artistic temperament has achieved at 117 Division Avenue.

### A Study in Black, Orange and Turquoise Green

The first thing that impresses the visitor to the Swan Electric Appliance Store is the complete harmony of the entire effect. This is because Mrs. McCausey wisely chose as her decorative scheme attractive colors, shades that were also suited to the finish of the appliances handled. Black, orange and turquoise green were the colors selected. Two of these colors are also used by the manufacturer to decorate the washing machine which the McCauseys carry.

In addition to painting the wood work, chairs, desk, store fittings, even the card and letter files, these colors, Mr. McCausey has taken the trade mark of the washing machine, enlarged it and used it as a mural decoration or "motif" throughout the store.

Instead of using glass show cases for the display of the smaller, nickel ware, appliances, Mrs. McCausey designed five little open shelf wall units. These consist of two wooden shelves, 25 inches long by 8 inches deep, fastened between two end boards which have been sawed out to represent swans. These "swan"



Mrs. McCausey redecorated her husband's electrical appliance store and gave it the appearance "more of a tea shop than an electrical

store." But its appeal to the "eternal feminine" doubled floor sales in six months—a monthly increase of \$1,000.

end pieces are, of course, suitably painted to carry out the illusion.

There are two rooms in the McCausey establishment. The outer one, facing the street, has three large windows. "The front room is really one big show window," explained Mrs. McCausey. An eight foot passage way connects this room with the combined demonstration room and office. "We lead the prospect into the more secluded 'inner sanctum' for the serious business of closing," she added.

The floors of both rooms are completely covered with an attractively designed piece of linoleum. "We didn't buy rugs," interjected Mr. McCausey, "because we wanted to suggest the atmosphere of the kitchen or laundry rather than that of the living room."

#### How This Store Increases Its Sales

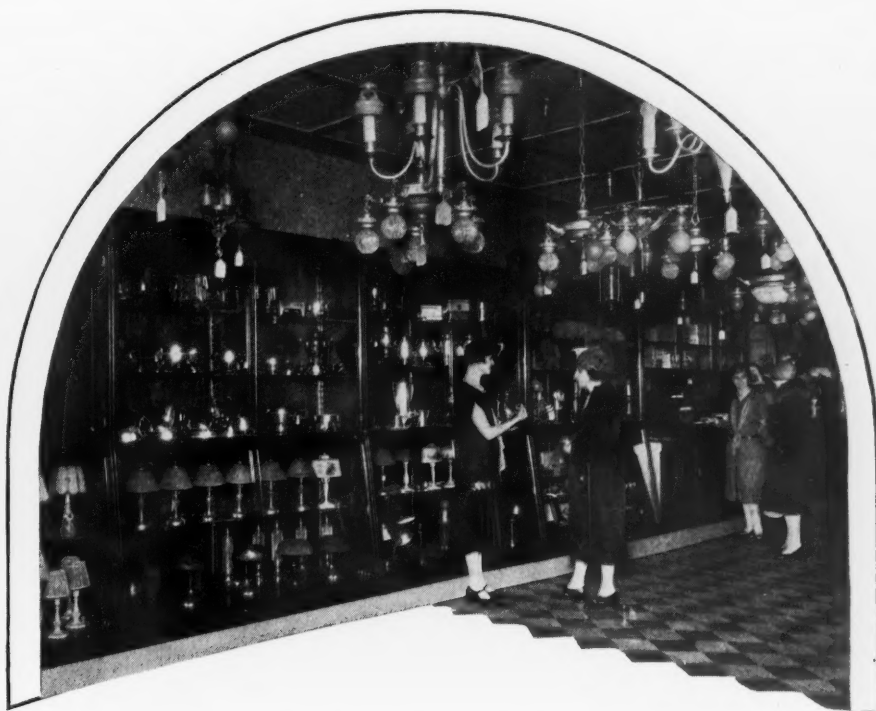
"My outside men are doing more business today than they ever have before so I feel that this increased store trade is not being written at the expense of my four solicitors," says Mr. McCausey in explaining how the store helps build business.

"In fact, the unique appearance of my store is used by these outside salesmen as an 'entering wedge' or added attention creating argument. Have you seen our new store, Mrs. Herbert? Won't you drop in some day and see how dainty and attractive it is? This angle of approach sometimes makes it possible for my man to persuade a woman to meet him at the store when he is not successful in arranging for a home demonstration. Or, let's put it this way, the store is something a salesman is proud of. He wants his prospect to see it. It furnishes a real reason for bringing the prospect and the washing machine or ironer together."

It cost the McCauseys approximately \$875 to refinish their two show rooms, "but aside from the matter of \$700 to \$1,000 added gross volume every month it was worth it to have a clean and inviting place for my husband and myself to entertain customers," concludes Mrs. McCausey.

Now we are in a position to answer the questions in the opening paragraph. Is an attractive store a necessity to do a 100% merchandising job; and what is the effect of store appearance on off-the-floor sales?

E. L. McCausey has told us.



## Fifteen per Cent Increase in Small Appliance Sales

### *Due to New Store Fixtures*

THIS forty-four foot length of new wall cases was designed by Anna C. Katz, secretary of the Beltzhoover Electric Company, Cincinnati, Ohio. Miss Katz has in her fifteen years of electrical selling experience with Beltzhoover, learned a great deal about selling and display which she has incorporated in these handsome fixtures illustrated in the scene above.

"We carry a \$1,500 stock, protected from dirt and coal dust, on the shelves or in the drawers of this unit," she says. "I estimate that we get a stock turn on these appliances and electrical supplies six times a year."

#### Seven and a Half Feet in Height

The lower shelves and drawers are twenty-two inches deep while those above the counter measure fifteen inches from front to back. Total height of wall case, seven and one-half feet. A five-inch marble base trim protects the mahogany finished woodwork from the ravages of broom and mop.

Beginning from the front of the

store the stock is displayed and kept as follows:

Section 1: Reserve stock of appliances, irons, toasters, percolators, heating pads, etc.

Sections 2 and 3: Nickel ware.

Section 4: Miscellaneous minor appliances and fittings. (The smaller sizes of decorative lamps are displayed in the lower part of all four of these sections.)

Section 5: Wiring and miscellaneous supplies, wrapping counter and storage.

#### Announced New Equipment in Advertising

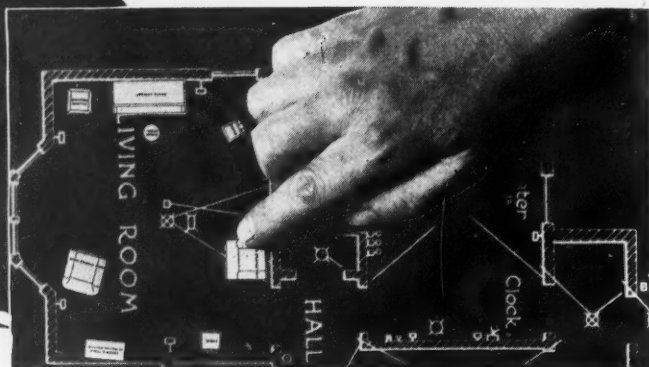
"We announced our new equipment in a series of three, 30-in. advertisements," Miss Katz states and adds, "of course it is an exceedingly difficult thing to accurately check but I estimate that our store trade in items carried on this side of the store has increased fifteen per cent during the last eight months."

"Charlie" Beltzhoover, senior member of the firm, is one of the best known electragists in the country and is president of the Electric Club of Cincinnati.





Locating the fixtures and outlets by placing cardboard furniture models on a blueprint of the home.



### *Wisconsin League Offers Definite Plan to Help Contractors*

# Increase Outlets per Job

**T**HE electrical contracting business is profitable when the contractor sells his services on the basis of added home comforts and increased real estate valuation rather than on the old, and costly, price appeal argument.

As one means to this desired end the Red Seal plan provides the contractor with a real peg on which to hang his plea for adequate, quality wiring.

C. Reed Webber, executive secretary of the Grand Rapids Electric Club, Grand Rapids, Mich., has even gone a step further. He has devised a method of co-operation, between the club organization and the contractor who wishes to avail himself of this service, which takes the bidder by the hand and helps make of him not only a salesman but a *home planner* as well.

Webber's plan is noteworthy because it helps the club member close a contract for adequate wiring, plus, in many cases, fixtures and appliances, by playing upon one of the

strongest instincts a woman possesses—the home planning impulse.

There are five steps to this 100 per cent selling process. The first one is, of course, locating the job. This is up to the contractor. He is requested to enter his bid on a certain set of plans and specifications or he is approached by the prospective owner or he hears of a new job through the connections which he has established for this purpose.

Step two. The contractor goes to the party controlling the job and

says, "Here, let me tell you about a new service I have recently acquired. The executive-secretary of my electric club has made a study of adequate wiring based on *furniture arrangement* which, after all, Mr. Owner or Architect, or Builder, is the only real way to plan your wiring specifications, fixture and outlet placements and so forth.

"Now suppose you permit me to arrange a little meeting between Mr. and Mrs. Owner (preferably the woman member of the family), my

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Executive Secretary of Grand Rapids Electric Club sits down before blue prints of new home with owner and contractor—Shifts cardboard models of furniture to determine best location for each fixture and outlet—Follows up decisions arrived at with Red Seal specification letter written on club stationery.

friend the secretary and myself," says the contractor. "We will sit down with the plan drawings of the house before us and see just how many different ways the furniture may be placed. We will do this by means of cute little cardboard models of every piece of furniture for every room in the house. These models are laid out on the same scale as the blue prints—one-quarter inch to the foot. What is more, they are correctly proportioned.

"Inasmuch as Grand Rapids is the furniture center of the country, my club secretary has had the advantage of consultation with some of the leading furniture designers in the country on this point. By using this simple little scheme, Mrs. Owner," he continues, if he is addressing the lady who is going to live in the new home, "you will be assured that you won't have a base plug that will be totally obscured when you have the piano or the dresser moved to some other location—as most women occasionally like to do. Furthermore, you will know that there will be a convenient outlet for the floor lamp whether you place it in position number one or number two. Take the bedroom, for example. We will be able to plan a satisfactory wiring layout for either double or twin-beds by the use of these little models."

#### Arranging Furniture with Blue Prints

Using these arguments, direct to the owner and his wife whenever possible, we will assume that the contractor has arranged for a "blue-print meeting." Now comes step number three.

"Fred Telder, owner of the East End Electric Company, has used this sales plan most aggressively," states Executive-Secretary Webber. "He has sold four Red Seal contracts on the strength of it.

"When we sit down before the blue prints—step number three—I take out my envelope containing the little cardboard furniture models and we give each room careful consideration. These sessions with the housewife are lengthy affairs—one of them lasted four hours—but it certainly is time well spent. I remember distinctly that on one job the lady became so engrossed in arranging her furniture and her lights that the matter of price was entirely overlooked."

After the position of each light and outlet has been carefully noted,

Mr. Webber writes a confirmation letter to the owner. This letter is written on the Red Seal stationery of the Grand Rapids Electric Club. One copy of this letter is mailed to the contractor and another carbon goes to the architect or builder. The purpose of this letter is to impress the owner with the high degree of service he will receive. It refers specifically to the builder, the architect, and the electrical contractor. It also explains the meaning of the Red Seal emblem and the added value that a Red Seal wiring job will give to a piece of property.

#### Step Five—Selling the Fixtures and Appliances

The fifth step in this modern way of selling "lighting service" is fully as interesting as those which have already been taken.

"Don't lose touch with the owner or the owner's wife just because you have obtained the wiring job," says Mr. Webber to his contractor friends, "but, on the contrary, take advantage of the relations which have been established to sell him or her the fixtures and even an appliance or two while the wiring is being installed."

This last operation is conducted by inviting the proper party to view the progress of the electrical work. Mr. Telder, for example, calls for the lady in his automobile and takes her over to the new home when the job is about two-thirds completed. "This is an excellent time to talk about the fixtures and to state the advantages of buying one or more major electrical appliances, 'so that

they can be installed and connected at the same time the wiring is being done,'" he explains.

Telder sold over \$700 worth of appliances and fixtures to four home owners using just this simple little selling expedient at the right time—when the prospect was in his most receptive mood.

#### \$125 Average Increase per Contract

Telder also states that this plan of selling Red Seal wiring increased these four contracts on an average of \$125 per house.

"These are the three things I use," he says in summing up his experience with modern electrical contracting salesmanship, "to make what I call a 100 per cent selling job. First—I mention my membership in the local electric club and the special services which it is prepared to render, to add prestige to the reputation I have established for quality work. Second—I plan the outlet and fixture locations with the woman who is to occupy the house when it is completed and with my club 'expert.' We use cardboard furniture models to help us in this fascinating task. Third—I keep in close touch with the owner and his wife while the wiring is actually being installed. I invite them over to inspect the progress of the job. This gives me a chance to talk fixtures and appliances, free from interruption and when both are in a receptive frame of mind."

These are the things which the Grand Rapids Electric Club has encouraged to spread the Red Seal idea.

*There are five steps in the modern job of selling an adequate electric wiring installation—according to Fred Telder, contractor dealer, Grand Rapids.*

**Step One:** Get in touch with the architect, builder and owner.

**Step Two:** Tell them of your valuable connection with the local electric club and of the services of an "expert" home planner, available through this medium, locate properly the switches, outlets and fixtures.

**Step Three:** Go over the blue prints with the owner's wife and, by means of card-








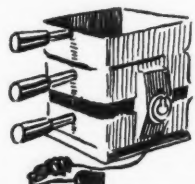








board models of each piece of furniture, complete the wiring specifications in every detail.

**Step Four:** Get local electric club to confirm specifications—Red Seal adequacy if possible—on its club stationery.

**Step Five:** Invite owner's wife to inspect progress of job and talk fixtures and appliances to her at this opportune time.



# Make More Summer Sales by Telling Th

One Cent Will:	One Cent Will:
 <p>Make toast for two breakfasts for family of four. In addition to this low operating cost, there is the convenience of having continually available, crisp, hot toast — two slices every three minutes.</p>	<p>Light 25-watt lamp for 5 hours; 50-watt lamp for 2½ hours. Provide proper and comfortable illumination for 2½ hours of comfortable reading or light a 15-watt lamp all night.</p> 
 <p>Make coffee for family of four—six cups. And for the cozy, after-the-theatre supper, what a joy for the hostess to be able to prepare the midnight coffee right at the table, entertaining her guests the while!</p>	<p>Furnish soothing heat for three 10-minute applications of the therapeutic lamp. This concentrated sunshine relieves all aches and pains. Rheumatism, neuralgia, stiff neck and muscles are quickly relieved.</p> 
 <p>Iron twelve huck towels or equivalent. Steps, time and temper are saved by the electric iron. It cuts off some of the eleven miles that, it is estimated, a housewife walks in a day.</p>	<p>Bake six round waffles. With the electric waffle iron waffles can be baked right at the table, turning out a round, golden waffle every two minutes, also shortcake waffles for strawberry deserts.</p> 
 <p>At the turn of a switch there is a cool, refreshing breeze through the hot summer season—five hours for one cent. Twenty-four hours of cool comfort during hot sultry weather costs but five cents.</p>	<p>Fry ham and eggs and make toast for one breakfast. This little table stove not only fries and broils but bakes, boils and performs, on a smaller scale, all the cooking operations of the kitchen range.</p> 
 <p>Provide comfortable warmth for baby's bath or while dressing. Clean and instant heat is provided electrically, without the disagreeable odor of gas and the messiness of oil.</p>	<p>Mix Russian dressing for family of four sixty times. Cream may be whipped and egg whites beaten stiff with this handy little device, which saves the housewife much time and labor.</p> 
 <p>Keep electric clock ticking for one week. What a perfect household where one clock at least always shows the correct time,—no winding, no guesswork, no missing of trains.</p>	<p>Provide healing warmth to aches and pains for three hours. By the simple turn of a switch, as much or as little heat as one desires is immediately available. The old hot-water bottle is in the discard.</p> 
 <p>Dry head of bobbed hair twice, after shampoo or swim. Hairdressing parlors charge from 75c. to one dollar for a single shampoo. At this rate, an electric hair dryer soon earns its price.</p>	<p>Operate vibrator for 15 min. period daily for three weeks. A host of human ills can be successfully routed by the electric vibrator which is even being used to discourage falling hair.</p> 
 <p>Operate soldering iron for three hours. Because of the clean constant heat it provides, the electric soldering iron has no rival in the non-electrical iron. Every home needs an electric soldering iron.</p>	<p>Light the after-dinner cigar for three months. Matches are never required in the all-electric home, for even cigars, pipes and cigarettes are electrically lighted. Unusually decorative models are also made for the boudoir.</p> 

# What One Copper Cent's Worth of Electricity Will Do in the Home

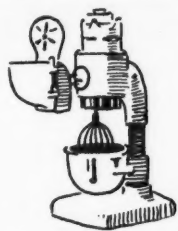
## One Cent Will:



Wash and rinse dishes for six meals. One of the most unpleasant of household chores is dishwashing. It is not necessary for the woman to even wet her hands when dishes are washed and dried electrically.



Furnish heat and firelight glow for 12 min. All the cheerfulness of the actual log fire is radiated by the electric fire place log which needs no replenishing and scatters no dust. A log fire at the touch of a switch!



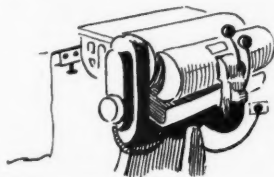
Mix batter for eighteen loaf cakes. Not only is this handy little unit a mixing device, but it is also made to grind coffee, slice vegetables, chop food, mix mayonnaise, freeze ice cream, knead dough and whip cream.



Cook dinner with menu of hamburger steak, sweet potatoes au gratin and steamed apples. Canning of fruits and vegetables may also be done in the electric cooker. It serves practically all cooking needs.



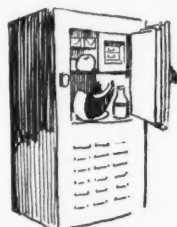
Wash, rinse and wring eight sheets or 12 lb. of dry clothes. Blankets, bath mats and other bulky and hard-to-handle articles are very easily washed in the electric way. They can also be dried electrically.



Iron five sheets or ten pillow cases on the gas-heated ironer (gas at \$1 per 1,000 cu.ft). Two large size sheets or one large linen table cloth (on electrically heated ironer). An ironer cuts ironing time in half.



Freeze 6 quarts of ice cream. Iced desserts may be prepared at short notice without the hours of preparation demanded by the old-time non-electrical freezer. And the operating cost is very low indeed.



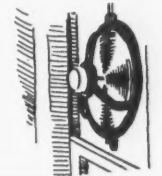
Operate the electric refrigerator (at lighting rates) for 40 min. (at power rate of 5c.), 1 hour. With the refrigerator in operation an average of eight hours a day, the maximum monthly operating cost, at 8c. rate, is \$3.60.

## One Cent Will:

Curl entire head of bobbed hair for 15-minute periods, three times a week for ten weeks, or once a day for 4½ weeks. Waiting in crowded beauty salons for hair-dressing appointments is not necessary.



Free the kitchen of cooking odors, operating 10-min. periods three times a day for five days. Why tolerate hot, stuffy kitchens and poorly-ventilated homes when the ventilating fan will relieve such conditions?



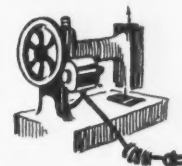
Heat ten tumblers of water or bring five tumblers of water to boiling point. The immersion heater has many uses: For the early morning shave; for sick room use; for boiling breakfast eggs, etc.



Clean four 9x12 rugs. It is impossible to enumerate the uses to which the vacuum cleaner can be put. Cleans draperies, mattresses, heavy clothing, walls, upholstery in the home and in the automobile, etc.



Sew about 700 yds. of fabric or some 300,000 stitches. Tiresome foot pedaling is comfortably missing when sewing is done electrically. A small motor attachment converts any machine into an electric one.



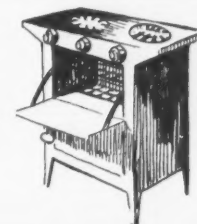
Operate violet ray for 10 min. periods daily for one month. When tired and listless and all fagged out during hot summer weather, the violet ray is very invigorating, giving new "pep" and vitality.



Fry chops for one luncheon for four people. Practically all kinds of light cookery can be performed on an electric grill or hotplate. It is the fundamental appliance of electric table cookery.



One batch of baking powder biscuits or two batches of cookies. Just a step from table cookery is the small range, operating from the ordinary lighting circuit. All kinds of food can be prepared on it.



(These operations are based on an 8c. rate of electricity)



## Boston Edison's Plan for Co-operative Merchandising

Terms designed to facilitate more active  
sales efforts and quicker profits to dealers  
in local electrical field

FOR some time, the Edison Electric Illuminating Company of Boston, Mass., has been studying the electrical appliance market in the 700 square miles of territory served by this organization, with the object of stimulating greater sales activity among electrical dealers and developing a wider co-operation among electrical men engaged in merchandising and among potential successful sellers in this field. Central-station merchandising departments in this general region have been holding their own, but of late, the competition of the department store has become acute to the electrical dealer, and electric specialty companies and manufacturers selling goods direct have also taken business from him.

Under the general merchandising policy of the company, Edison customers may purchase appliances direct from the company or through dealers in its territory. In the new plan the company offers the dealer two methods through which he may supply his customer's needs. The first is a direct purchase plan under which the dealer may buy the article direct from the company after completing a sale, at a price which will enable him to reap a good profit.

The second plan is a commission arrangement under which the company pays the dealer for a legitimate "lead" resulting in a completed sale. The company offers these plans because it realizes that it is not always to the dealer's advantage to handle all appliances having a guarantee of durability by the manufacturer, and that the dealer needs aid in the demonstration, servicing and financing of such appliances.

It is the company's policy to sell at list price all appliances where "list" is the selling price as understood by the manufacturer. The only exceptions are "specials" or cases of over-stocks, and these are sold at prices commensurate with sound merchandising practice. Co-

operating dealers are expected to follow a like policy.

Any electrical dealer who has a fixed store location and who is in good standing with his community, may purchase direct from the Edison company any appliance that it sells, provided he fills an order for the

### Schedule of Commissions

*Paid dealers by Boston Edison Company  
under co-operative plan  
(March 1, 1926)*

#### Washing Machines:

Easy Vacuum  
Thor Cylinder  
Savage Centrifugal  
15 per cent of list.  
Thor Oscillator  
10 per cent of selling price.

#### Vacuum Cleaners:

Duplex Premier  
Eureka Vacuum  
Hoover Brush  
10 per cent of list.  
Beacon Suction  
10 per cent of selling price.

#### Electric Refrigerators:

Kelvinator  
Frigidaire  
Servel  
10 per cent of list.

#### Electric Ranges:

Hotpoint  
Universal  
Simplex  
Crawford  
Westinghouse  
5 per cent of Boston Edison sales price.

#### Electric Sewing Machines:

Free Westinghouse  
10 per cent of Boston Edison sales price.

#### Miscellaneous Devices:

To be announced at time of sale.

appliance from an Edison service customer. The dealer may buy singly or in quantity, and the purchase price will be as low as good ethics and good business will permit. It is not the company's purpose to do a jobbing business, and the company expects that articles bought by dealers on this direct purchase plan

will be confined to appliances that have no standard list or to appliances that the dealer may wish to buy in less than standard package quantity.

On particles having no standard "list," or in other words, "specials," the company offers the dealer the benefit of its larger purchasing power so that he can offer his customers the same article the company may be aggressively promoting.

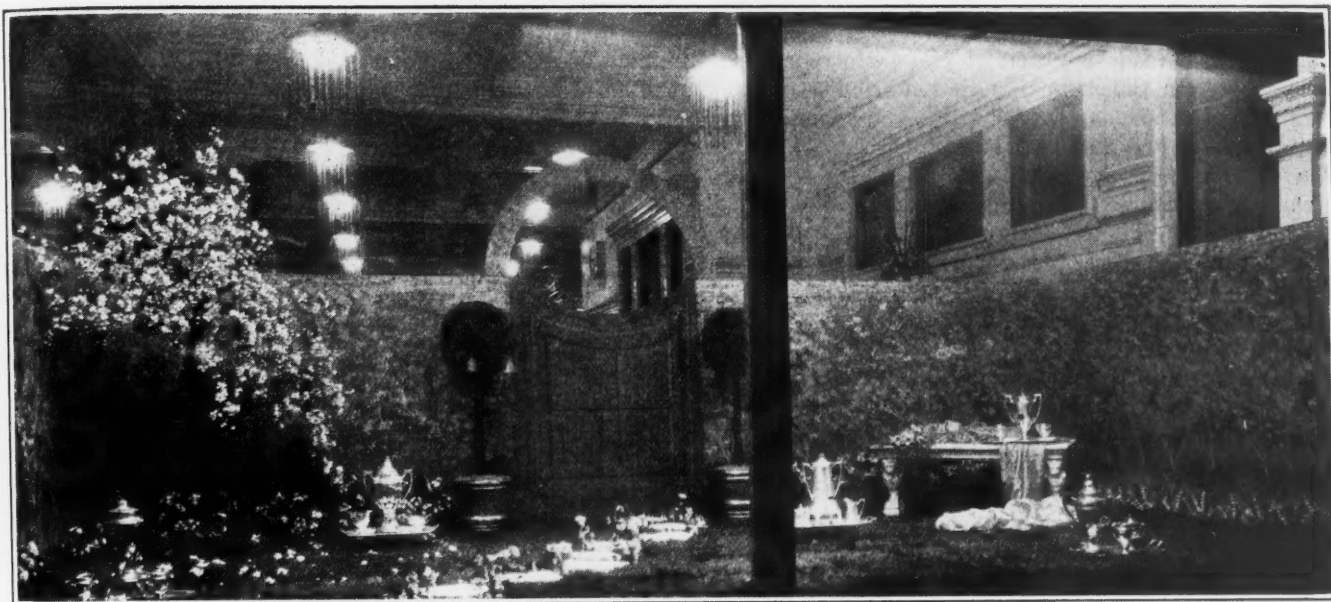
### Commission Plan

Under the commission plan the company offers the electrical dealer a method in which it can aid him in the demonstration, servicing and financing of electrical devices selling above \$30. The company realizes that the employees of the contractor-dealers are in constant contact with electric service customers and that many "leads" and sales can be secured through them. Therefore under this plan the company will ship, finance and service the appliance for the dealer and pay commissions as shown in the panel on this page.

The plan was first offered to members of the Metropolitan Electrical League of Boston and in the first month of its operation more than a score of electrical dealers have taken advantage of it. This was the result of direct contact and a printed copy of the plan has now been mailed to dealers of standing throughout the Edison territory.

Before advertising a special sale, the company sends an announcement to dealers so that they can be informed of the company's action and be ready to tie in if desired. Thus, before the company's annual sale of a high-priced iron on deferred payments, which is "special" for it on a small device, the dealer was informed that an Edison customer wishing to purchase one of these irons through him might do so, and if the dealer did not wish to give deferred payments, the company would receive the order from the dealer by telephone or otherwise and would then ship, finance and service the article, paying the dealer \$1.55, which would represent his full net profit on the transaction were he selling the iron direct.

The Edison company also offers to finance and collect time-payment sales of \$30 and over for the dealer. The standard interest rate is charged over the period through which payments are made, and in addition, the dealer pays the company 2 per cent of the list price for collection service.



# Spring Campaigns Boost Table Appliance Sales

**F**ROM results obtained by retail electrical outlets all over the country, the recent national co-ordinated campaigns on the toaster, percolator and waffle iron is an unqualified success. How these results were obtained, through ingenious co-operative methods of the various electric companies, is an interesting story. Here are some of the "high spots" of the plans of companies whose campaign returns were unusually outstanding.

In Omaha and Council Bluffs, in the campaign put on by the Nebraska Power Company, over one thousand waffle irons were sold in three weeks. The net sales were over \$10,000. But sales like that do not come without preparation and without intensive work. From three to six advertisements were run in the newspapers each week. One copy of the company's house organ, "The Junior Flash," was devoted to talks on the waffle iron and employees were invited to become part of the co-ordinated campaign by selling this appliance themselves, being offered as an inducement, prizes and bonuses for selling a given number of the irons. An extra prize of \$25 was given by Mr. J. E. Davidson to employees selling thirty or more waffle

Omaha, Council Bluffs, Boston, Denver and Fresno tell how their toaster, percolator and waffle iron campaigns were made successful

irons. As commission, \$1 was given on each waffle iron sold. For selling ten irons or more a commission and bonus was given. In addition to this employee co-operative plan, live window displays were installed in the company's windows and a demonstrator was employed to make waffles near the cashier's booth, so that all women paying their month's bills would at least stop and look, giving the saleswoman a good opportunity to complete the sale.

## Boston Baker Helps Sell Toasters

In Boston, the Electric Illuminating Company, launching its campaign on toasters, not only joined forces with the manufacturer, but also combined services with a large bakery and a progressive newspaper, including, as well, the electrical dealer.

"A nationally-advertised toaster was chosen because of its good standing in the community and the

fact that its price is in reach of the average pocketbook," says C. E. Greenwood, superintendent of the Edison Company's appliance department. "Hathaway's bread, too, is well-known about Boston and Hathaway is a 'local' baker rather than a national one. Mr. Hathaway was quite ready to listen to a promotion plan for selling 'More Toast' and had a chain of dealers ready to help sell the doctrine of making toast electrically.

"A pool of funds was made for advertising and a leading Boston newspaper with a well-developed department of Home Economics, was sold the idea of exclusive advertising to the amount of the fund, for valued aid in return. This 'valued' aid consisted of publication of free write-ups on toast each Sunday morning during the period of the campaign, mentioning perfection of electric toast, its food value, the campaign offer and also publications of



several recipes for toast dishes. The Home Economist in charge of these columns also made mention of electric toast and the campaign in her weekly radio talks.

"The baker had posters printed for his dealers' windows and each delivery team carried posters affixed to either side of the wagon. All newspaper advertising was carried over the name of the baker and the name of the manufacturer and the electric company appeared as incidental. The Edison Company, of course, devoted its windows to the campaign and in one show window had a demonstrator make various toast combinations, the baker supplying the bread necessary.

"The chief story of the campaign, told everywhere, was: '5 Wrappers from Hathaway's bread and \$1 brings you this Westinghouse Electric Turn Toaster. The balance of your payments monthly for four months with your light bill.' Also '5 Hathaway wrappers worth \$1.25 toward the purchase of a Westinghouse Electric Turn Toaster.' The additional 25c. was a cash discount.

"Under our new Edison plan for co-operation with dealers, we wanted the dealers to be able to participate,"

Mr. Greenwood explained, "and offered every dealer member of the Metropolitan Electric League who mailed or telephoned an order for us, a commission of 40c. on each toaster.

#### 1,500 Toasters Sold

"Starting almost a week late in the campaign, approximately 1,500 toasters were sold instead of 2,500. Boston was having weather which discouraged shoppers for other lines as well as our own, and we accepted the results as well worth the effort. Impetus was given to toaster sales everywhere in the field covered by the newspaper co-operating and the intangible results were greater than our figures indicate."

In Fresno, Cal., an unusually attractive display was made during the toaster campaign by the use of a giant toaster which apparently had been used to toast equally mammoth slices of raisin bread. The model of the toaster was made from wall board with hinged sides painted with aluminum paint, while the elements of the toaster were represented by sheets of glass with wires painted on. The toaster measured more than 3 ft. in height.

To provide the proportional slice

of bread for this toaster, a special loaf of raisin bread was baked by a local bakery in a large flat loaf about 3 ft. square. The upper and lower crusts of this loaf were removed by a large knife, leaving what was apparently a huge single slice of bread, about two or three inches in thickness. The slice was toasted to a golden brown in an electric oven and then placed on the toaster, with most realistic results. Many inquiries resulted from the display, says the Valley Electrical Supply Company, of Fresno, who planned the window.

#### Employees Sell Percolators

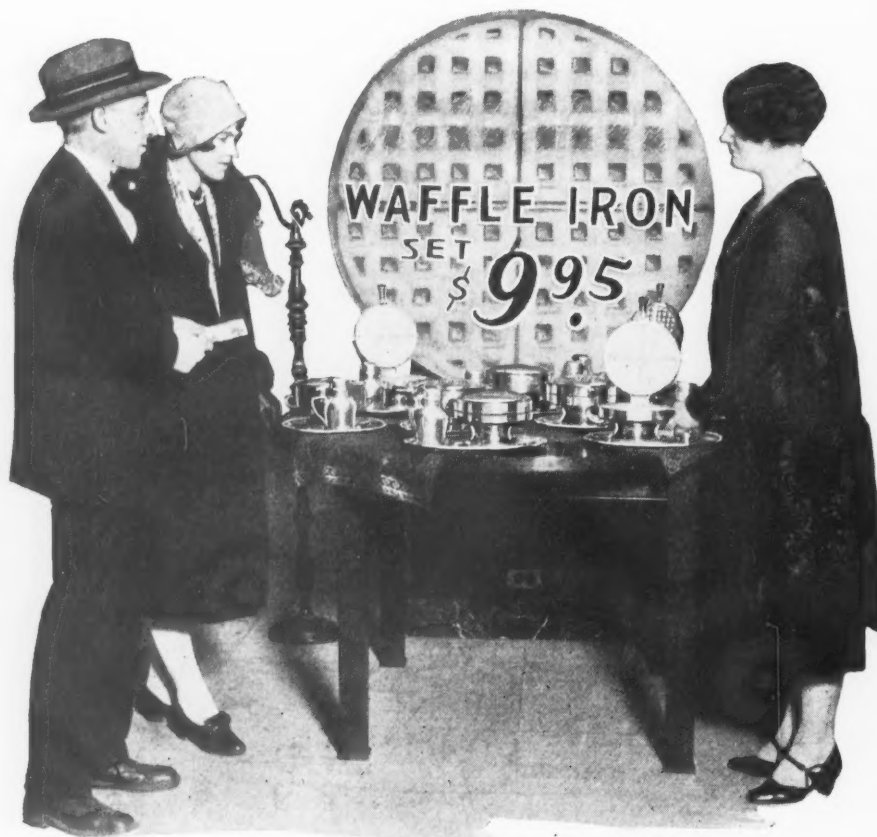
During the percolator campaign, the Nebraska Power Company also made use of its employee-selling plan. Forty per cent of the percolator sales were made by employees of the company, according to Kenneth Goewey, sales manager. This result is attributed by Mr. Goewey to the fact that he announced a very worth-while annual prize for employees as a reward for sustained selling effort *throughout the year*, as well as to the regular commission of \$1 which he pays for every percolator sold.

The big prize, however, is the free trip to Chicago. "Every time an employee sells an appliance, dating back to March 1, a credit is given of two miles toward a trip to Chicago with all expenses paid and an extra week's vacation with pay. The distance to Chicago is estimated at 480 miles so that it will take 240 appliances to send an employee to Chicago. March 1, 1927, is the closing day of the offer.

Supplementing this prize the company pays a special cash bonus of \$15 to any employee who sells thirty electrical appliances, this bonus being granted in addition to the regular commissions. The scale of commissions, graduated according to the price of the appliance, ranges from 50c. for curling iron to \$5 for a major appliance.

#### 75c. for Old Coffee Pot

"Of course," continued Mr. Goewey, "the bulk of our sales will always come through our advertising, our special inducements to the public and our attractive store and window displays. In the April percolator campaign, for example, we offered a leader number, really worth its list price of \$13.50 for \$8.85. We were able to obtain this item at a



How waffle irons are sold in Omaha and Council Bluffs. During this campaign the amazing number of one thousand waffle irons were sold during a three weeks' period of co-ordinated campaigning.

**Think of This!**  
**A Giant Turnover**  
**ELECTRIC TOASTER**  
 for only  
**3.95**  
 DOWN

Approved by the National Baker's Association

Easy Terms \$1.95 Down Balance in Two Equal Monthly Payments

**You have always wanted a good Electric Toaster Here it is at only half what you expected to pay**

—We say that it is the best Electric Toaster we have ever seen, even at a far higher price—and you'll agree with us when you have compared it with others.

**Delicious, Crispy-Brown Electric Toast**

—The best for making toast is toast, properly applied. This Electric Toaster concentrates and applies the heat evenly over the entire surface of the slice of bread, making it an appetizing golden brown.

—Perfect toast should be done in a single brown surface with the same texture and freshness of the bread retained in the center of the slice. This can only be done with a red-hot electric toast. That's the Electric Way.

**Takes the Largest Size Slice of Bread**

—This toaster will hold a slice of toast from the largest size standard loaf of bread up to 4½ by 4½ inches. It is a folding or "table-top" type.

—This toaster is fully rated, finished, with heat insulated doors, double drop arrangement, equipped with hand-labeled Chrome elements, flexible cord, two-piece attachment, plug and terminal connector. Built for lasting service.

**VALLEY ELECTRICAL SUPPLY CO.**  
 2000 N. 1ST ST. FRESNO, CALIF.

Sale Starts Monday All Out of Town Mail Orders Shipped Promptly

The giant toaster shown in this advertisement was actually reproduced in the window of the Valley Electrical Supply Company of Fresno, Cal. The toaster was 3 ft. high.

price which permitted the company to make practically its customary net profit and still allow 75c. for the customer's old coffee pot and grant the average commission on our employees' sales. We advertised this leader in Omaha's three daily newspapers, using a sufficient number of insertions so that one of these papers carried an announcement of our terms every day.

#### Money Well Spent

"Offering 75c. for the old coffee pot was money well spent because I found out from personal experience that our percolators were so highly finished and so beautiful that a great many women used them only on state occasions—thus defeating their own purpose of getting a daily added load on the lines. The cheaper percolator solved this problem nicely."

"But the great success of our campaigns," remarked Mr. Goewey, in summing up results, "was due to the good sales work done by our own employees."

## Department Store Rebuilds "Trade in" Washers

What to do with the trade-ins? Too good to scrap. Too "questionable" to sell readily or at a price. The Dayton Company, one of Minneapolis' largest department stores, solves the problem of meeting the requirements of that class of buyers who will spend \$50 to \$95 for a washing-machine—provided it is guaranteed and in excellent shape—by letting its two service men rebuild "trade-ins" during their spare time. There are two conditions to this plan: One—the washer taken in trade must be of the same make as the line this store is selling. Two—it must be less than four years old.

Machines falling within these specifications are rebuilt in truth as well as in name. Here is what goes in and on them: new wringer rolls, new cylinder, new gears and bearings, new coat of paint. The motor is overhauled and the entire inside of the cabinet treated with live steam and a steel-wool rub down.

#### Sales Policies on "Rebuilds"

"We allow as high as \$40 on previous models of our line of electric washing machines," says Dennis A. Sauer of the appliance department of the Dayton company. "We rebuild these machines and sell them for as high as \$95. Sales terms are the same as on a brand new washer. We estimate that the list price of the new material we use totals \$40. The labor and other customary ex-

penses we do not add in as we would have them whether or no.

"Under this way of figuring you see," he continued, "we break better than even. In other words, we make a margin on both sales. You appreciate, of course, that these guaranteed 'rebuilds' are very good looking and will wear and work exactly as good as a new machine."

"Does this policy hurt the sale of your latest models?" he was asked.

#### Does Not Hurt New Sales of New Models

"Not at all. In the first place," he replied, "we are able to only handle about 90 of these transactions every year and in the second place, we catch an in-between market that we would otherwise miss. In fact," he added, "this plan helps us to sell new machines for we can switch them from a lower price to a higher one and, on the other hand, we never have any trouble keeping a real prospect for a new washer off the 'rebuilds.'"

## Kw.-Hr. Yearly Range Consumption

According to the figures just compiled by Everett Baxter, central division manager for the Iowa Power and Light Company with headquarters at Charles City, 596 electric ranges throughout the state of Iowa showed an average monthly current consumption, over a period of one year, of ninety-six kilowatt-hours.

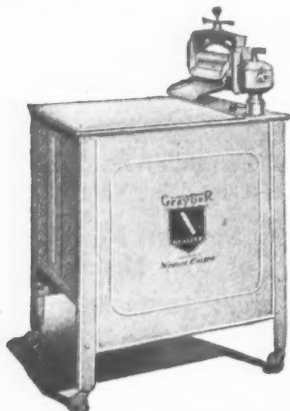


Even old Dobbin helps sell electric toaster in Boston. By co-operation with a local bakery, the Electric

Illuminating Company of that city put on a very successful toaster campaign.



# New Electrical Merchandise



## Two Washers

*Electrical Merchandising, June, 1926*

The Graybar Electric Company, Inc., 100 East 42nd Street, New York City, has recently announced two new models of its revolving-reversing type clothes washer to be known as the No. 4 and No. 4-C. Although the driving mechanism and general appearance remain the same, modifications in the wringer and construction make it possible to list these machines at a slightly lower price than the standard No. 3 and No. 3-C. The intended price of the No. 4, which has a galvanized tank, is \$129 East and \$139 West of the Rockies; the No. 4-C with a copper tank tinned on the inside is \$139 East and \$149 West of the Rockies. Otherwise these two new models are identical.



## Electric Tobacco Lighter

*Electrical Merchandising, June, 1926*

Decorative in design is the new model of tobacco lighter brought out by Manning, Bowman & Company, Meriden, Conn. The device is designed to light cigarettes, cigars and pipes, whether the pipe is full of tobacco or nearly empty. When the button is pressed the heating coils instantly become red hot and at the first puff air passes over these coils, becoming so hot that the tobacco is lighted at once. The element is easily replaceable. The lighter may be had in the older handle-type model and in a new standing model, which is made in oxidized silver finish as well as in antique iron and statuary bronze. Its wattage is 85.

## 1/20 Hp. Motor With Wool-Packed Bearings

*Electrical Merchandising, June, 1926*

The unusual feature of the new 1/20 hp. split-phase motor brought out by the Emerson Electric Manufacturing Company, St. Louis, Mo., consists of the extra large oil reservoirs which are provided with spring hinge covers. These reservoirs are packed with wool and have a capacity for sufficient lubricant, the company explains, to keep the bearings well-oiled for a period of from two to three thousand hours of continuous operation. The motor is designated as Type 43417-HA, 1,750 r.p.m., for 110 volts, 60 cycles. Its intended list price is \$14.90.

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## Percolators of New Design and Finish

*Electrical Merchandising, June, 1926*

A radical departure from the design and finish of its present line of percolators is made by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, in the new "Empire" percolator recently brought out by that company. The new model is made in a 9-cup pot type and in 9-cup urn type, with creamer, sugar bowl and tray to match. Its new finish, which is called "silnick," gives the percolator a platinum-silver appearance that is softer in tone than the highly polished finish used in other designs. A leaf design, particularly in vogue with silverware manufacturers, is used in decorative bands around the body and neck of the new percolator. The urn model is made with and without these bands. Intended retail price of the pot-type percolator, \$22.50; set complete, \$48.75. The urn-type percolator is listed at \$27.50; set, \$53.

A third new percolator set includes a pot-type percolator with 7-cup capacity, cream, sugar and tray to match. The entire set retails for \$21; the percolator alone is listed at \$11.75.



## Novelty Lamp Frame

*Electrical Merchandising, June, 1926*

Something quite different from the usual boudoir lamp can be made from the "Harpist" wire lamp frame by the Central Wire Frame Company, 154 East 23d Street, New York City. Since women have taken so enthusiastically to fashioning their own lamp shades, the sale of lamp shade materials and accessories has developed into a thriving business of which the electrical merchant can get his share.

The "Harpist" frame is but one of many wire novelties offered by the company. It offers many pleasing possibilities, for the harp can be covered with gold or silver ribbon with matching thread for harp strings while the doll can be dressed to suit the individual taste. This frame can be retailed for about \$6, complete with porcelain socket, two-piece plug and silk cord.



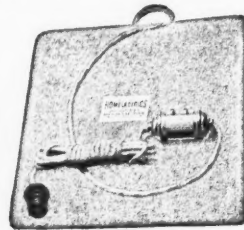
## Waffle Iron and Heating Pad

*Electrical Merchandising, June, 1926*

Manning, Bowman & Company, Meriden, Conn., is offering in its new "Homelectrics" line, a number of popular-priced appliances including waffle iron, curling iron and heating pad.

The waffle iron has cast aluminum grids. Its finish is nickel. The design may be seen from the accompanying illustration. Intended retail price, \$10.

The heating pad is equipped with three heats and is attractively covered in orchid eiderdown. It has muslin slip cover and 10-ft. cord. Intended retail price, \$6.



## Electric Mantel Clock

*Electrical Merchandising, June, 1926*

"Time by wire" is one of the uses to which electricity is being put in the modern home today. Among the household models of electric clock is the Tambour mantel "Telechron" of the Warren Telechron Company, Ashland, Mass. This clock is known as No. 331. It has gold sweep second hand, with silver finished dial, 3 1/2 in. in diameter, and mahogany-finished case. It measures 5 1/2 in. high, 3 1/2 in. deep with base 13 1/2 in. The movement is Warren "Telechron," No. 31 Indicator.



## Non-Metallic Sheathed Cable

*Electrical Merchandising, June, 1926*

The Rome Wire Company, Rome, N. Y., manufactures a non-metallic sheathed cable which is furnished in two and three conductor combinations and in sizes from No. 14 to No. 8.

It is built up by first sheathing a rubber-covered code wire in a closely laid jacket of Laminated Kraft tape which is permanently held in place by a cotton braid. After saturation with special compounds, this semi-finished conductor is armored with a second jacket of fibre Kraft tape and another compound applied. Two or more of these armored conductors are then gathered, with reinforcing filler cords, under an extra heavy fabric braid and the cable given two final impregnations of compounds.

"Romex" is designed for the wiring of residences and similar buildings of frame or semi-frame construction which are generally classified as "dry locations" and in which the differences of potential between two conductors does not exceed 300 volts. It may also be used for the installation of circuits for electric ranges and other heavy duty appliances.

*Electrical Merchandising, June, 1926*

# for Early 1926 Buying Season

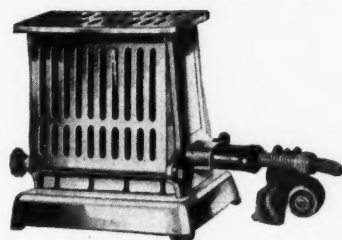


## Small Ironer That Folds Into Table

*Electrical Merchandising, June, 1926*

"Not in sight when not in use" is the way the Deming Manufacturing Company, 5103 Lakeside Avenue, Cleveland, characterizes its new "In-A-Tabl" ironer. A gentle pull at a handle converts an attractive kitchen table into an electric ironing machine with 32-in. roll. The ironer has full open end and heats and runs entirely from house current, no special wiring being required. The wattage is 1,100.

Ironing operations are controlled by pressing the knee against a lever. The roll revolves only when in ironing contact with the shoe. The machine cannot be closed when the roll is against the shoe or when heating current is on. A safety lever releases roll from the shoe should current fail and a small pilot lamp indicates when the shoe is heating. The finish throughout is glazed white enamel. The ironer is also made for apartment use and may be fastened on to the wall, taking up very little space and entirely out of the way.



## Reversible Toaster

*Electrical Merchandising, June, 1926*

"Two-O-Four" is the name of a new toaster that is being announced by the A. J. Lindemann & Hoverson Co., Milwaukee, Wis. This new toaster, which is made of steel with a heavy, highly polished nickel finish, takes extra large slices of bread for it has a toasting surface of 4 1/2 x 5 1/2 inches. It reverses the toast every time the door is dropped. It is also provided with the exclusive "L & H Electric" damper-on-the-door, to prevent drafts from interfering with even toasting.

The toaster is equipped with cord and terminal plug. Voltage, 110-120. Wattage, 550. Intended retail price, \$6.

## Cabinets for Refrigerating Units

*Electrical Merchandising, June, 1926*

Two additional names should be added to the list of manufacturers making cabinets to accommodate electric refrigerating units, published on page 6280 of the May issue of *Electrical Merchandising*. These two companies are the Gibson Refrigerator Company, Greenville, Mich., and the Bernard Gloekler Company, 1627 Penn Avenue, Pittsburgh, Pa.

*Electrical Merchandising, June, 1926*

## Washer With Combined Vacuum and Agitator Washing Action

*Electrical Merchandising, June, 1926*

A rotating star-shaped cup provides the washing action for the new DeForest "Nu-Vac" washer of the George D. Miller Company, Waterloo, Iowa. The downward stroke of the cup presses the water gently but firmly through the clothes and the upward stroke sucks the water back. The rotating motion keeps the clothes constantly moving. The machine has a copper tub, tinned inside, with an aluminum top. Lifting the top of the tub stops the washing mechanism. All moving parts are enclosed. The wringer, drain and lubrication system are well designed for convenience of the user.



## Refrigerators With New Cabinets

*Electrical Merchandising, June, 1926*

Eight new models are being offered in the new Cabinet Kelvinator line of the Kelvinator Corporation, Detroit, Mich. These new models have "Leonard" cabinets containing the well-known Kelvinator refrigerating unit. The food storage space in the 5-ft. series is 5 1/2 and 5 1/4 cu.ft., respectively, depending upon whether the lining is white enamel, or porcelain on Armco iron. In the 9-ft. series the food storage space is 9 1/2 cu.ft.

All of the cabinets have corkboard insulation. Any parts which might ever need adjusting are easily accessible. There is also incorporated in this new line, the manufacturer points out, a unique new engineering arrangement for absorbing all vibration, thus assuring quietness in operation. Some of the cabinets have exteriors of white porcelain, metal trimmed, others of flush-panel plywood finished in white enamel pyroxylin, still others in quarter-sawn golden oak. Model 18 is mounted on detachable base and may be used with or without base. It freezes at one time 42 cubes of ice and a large 9 1/4-lb. cake of ice. Prices of the new Cabinet Kelvinators range from \$250 to about \$520.

## Heater Cord

*Electrical Merchandising, June, 1926*

In repair jobs of irons, heater, toasters and other heating appliances, replacement of cord is usually required. The American Electrical Heater Company, Detroit, Mich., is selling a quality cord, in black and gold, supplied in 250-ft. lengths wound on spools. The spool arrangement makes for great convenience in repair work as the cord does not become snarled, tangled or soiled in handling. With this cord, it is also possible for the contractor or dealer to make up his own cord sets.



## Agitator-Type Washer

*Electrical Merchandising, June, 1926*

Many outstanding features are incorporated in the new No. 101 "Mola" agitator-type washer of the Modern Laundry Machine Company, Kansas City, Mo. It has a copper tub, nickel-finished inside and polished copper on the outside. The drain is located at the extreme outside of the tub at a point 1/4 in. lower than opposite side, making draining easy. A gas heater makes possible the heating of wash water right in the tub. All moving parts in the main gearing run in oil, enclosed in oil-tight housings, so that lubrication is not required, except oiling of the motor once or twice a year. The machine is worm driven and connected with the motor with a standard type endless rubber and fabric belt. The top is spun aluminum and the wringer is made of heavy pressed steel, finished with the "Alite" white metal rust-resisting process. The drain board is nicked zinc.



## Floor-Polishing Attachment for Vacuum Cleaner

*Electrical Merchandising, June, 1926*

In addition to its mop attachment and other cleaning tools the M. S. Wright Company, Worcester, Mass., now has a floor-polishing attachment for its "Sweeper-Vac." The polisher is operated by the cleaner motor and is made to snap on to the nozzle of the cleaner instantly. A small cap fits over the blower connection where the bag is usually attached. By reason of a floating brush the polisher is made to adjust itself to all floor surfaces. Intended retail price of the cleaner with mop, polisher and the usual attachments, \$78.50. The polisher only, which is made to fit "Sweeper-Vac" cleaners now in use, is \$15.



# To Help You Select Your Electrical Merchandise—

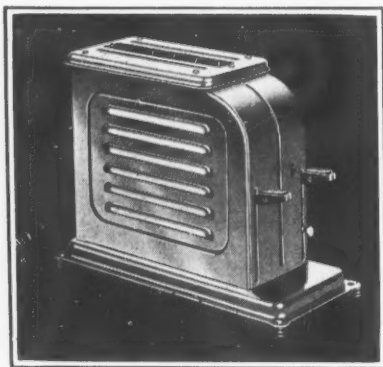


## Totally-Enclosed Commercial Lighting Unit

*Electrical Merchandising, June, 1926*

New and distinctive features are embodied in the new "Guthlite" unit brought out by the Edwin F. Guth Company, St. Louis, Mo.

The new fixture is totally enclosed. An adjustable white porcelain enameled reflector directs the light so as to secure a wide distribution with uniform intensity on the working plane. The upper part of the globe extends through the reflector, adequately illuminating the ceiling. The volume of light may be increased or diminished by raising or lowering the reflector. The lamp filament is positioned high in the globe so that most of the light is diffused through the narrow neck of the glass towards the reflector surface, which reflects it downward over a wide area. The spring globe-holding device holds the globe firmly and automatically adjusts itself to the contraction and expansion of the glass, thus eliminating breakage of glass. This spring holder also permits removal of the globe for cleaning and relamping. The unit is made in four different styles with three sizes in each type and is suited to any type of ceiling.



## Household Automatic Toaster

*Electrical Merchandising, June, 1926*

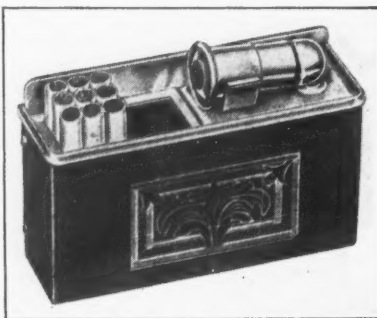
Operating on the same principle as the large automatic electric toasters used in restaurants and lunchrooms is the new household-size "Toastmaster" toaster of the Waters Genter Company, 213 North Second Street, Minneapolis, Minn.

No frantic watching of the toaster is necessary to keep the bread from burning for through its ingenious mechanism, the toaster automatically turns off the currents when the toast is done. The bread is inserted into the oven slot, two levers are pressed down and when the toast is done, the bread pops up and the current is automatically turned off. Intended retail price, \$13.50.

## Electric Cigar Lighter for Automobiles

*Electrical Merchandising, June, 1926*

Not only is the new cigar lighter illustrated a device for conveniently lighting cigars and cigarettes, but it combines a cigarette holder and ash tray as well, enclosed in an embossed leatherette-finished case with nickel trimmings. The cases are finished in three shades of leatherette. The ash tray is divided into two compartments, one for holding cigarettes and the other for ashes and stubs. The lighter is of the full automatic type, with 6-volt or 12-volt (as desired) heating units. Intended retail price, \$6.



## Porcelain Socket Base and Outlet

*Electrical Merchandising, June, 1926*

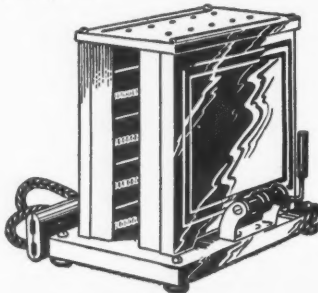
Combining in one unit an outlet for light and one for current is the new porcelain socket base No. 944 of the Arrow Electric Company, Hartford, Conn. This new base can be mounted direct on a 3½-in. box. As there is only one pair of terminals, the base can be used on old work to replace existing outlets, with the original wiring. The base may be combined with any of the Arrow interchangeable porcelain socket bodies, but the pull type is recommended by the company as the most practical. The attachment plug outlet is independent of the socket outlet and is therefore always alive.



## Oven-Type Toaster

*Electrical Merchandising, June, 1926*

By lightly pressing a small lever, the toasted bread pops out of the new oven-type toaster of the Superior Electric Products Company, 2206 Pine Street, St. Louis, Mo. The toaster is made to take any size slice of bread. It is 7 in. long and 6½ in. high and is finished in polished nickel. Its intended retail price is \$3.75.



## Combination Washer and Dryer

*Electrical Merchandising, June, 1926*

Two tubs are used in the new "Easy" washer just announced by the Syracuse Washing Machine Corporation, Syracuse, N. Y., one for washing and one for drying. The large tub is used for washing purposes and contains the same washing mechanism as used in the "Easy" wringer washer—three vacuum cups in the same tub, the patented straight line lever action, the gear train, switch, etc.

The drying is done in the smaller tub. When the lid of the dryer is shut down, it closes over the open drying basket. A simple and ingenious device on the under side of the lid then provides a bearing at the top of the rotating basket. The basket also has a bearing at the bottom and the use of the two bearings, one at the top and one at the bottom, is good engineering practice for any rapidly rotating mechanism, the manufacturer points out, and eliminates the vibration problem. The washer and dryer can be run simultaneously or independently.

Through a special water circulating system which can be operated with the washer, dryer or independently, all soap suds from the dryer may be returned to the washer, in this way saving the soapy water whirled out of the clothes for the second batch of clothes; rinse water may be returned to the rinsing tub while rinsing water is being extracted from clothes in the dryer; third, the blue water may be returned in the same way but through a separate port or exit to the bluing tub; and fourth, all the water may be emptied into drain or sink. The motor power of the circulating system is a small centrifugal pump. The company will continue to make and market its wringer-type washers as heretofore.



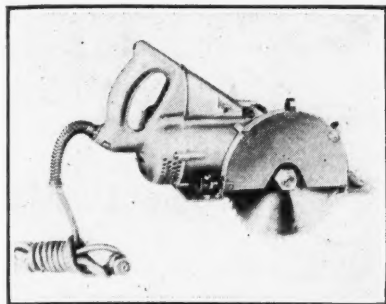
## Box Connector

*Electrical Merchandising, June, 1926*

But one operation is necessary to connect and ground "BX" with the new "Slip In" box connector of the Rattan Manufacturing Company, New Haven, Conn. To connect "BX" cable to a box, simply slip in the connector, slip in the "BX" and tighten the screw. The connector is made in one piece and there are no loose parts and locknuts. It is designed to take No. 14W2, 12W2, 14W3 and 14-C, 14-P cord.

*Electrical Merchandising, June, 1926*

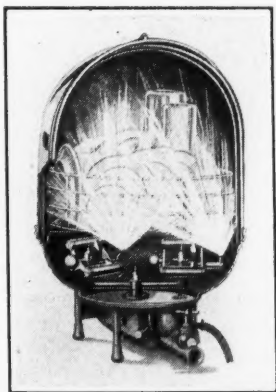
# Latest Developments Gathered by the Editors



## Portable Electric Hand Saw

*Electrical Merchandising, June, 1926*

Not only carpenters but electrical contractors as well will be interested in the new "SpeedWay" electric hand saw brought out by the Electro-Magnetic Tool Company, Cicero, Ill. The new electric tool is made to take the place of the familiar hand saw and the contractor doing small work which requires ripping or a great deal of cross-cut will find it an unusual convenience. All handling of lumber is eliminated for sawing may be done right on the job. The saw, with a capacity for cutting 50 running ft. of board per minute, is made in two sizes. The smaller size weighs 15 lb., is equipped with a 6 in. blade and is made to handle up to 1 1/2-in. lumber. Its intended price is \$80. The larger saw has 8-in. blade, weighs 22 lb. and is capable of sawing 2 1/2-in. pieces. It sells for \$150. Both saws are equipped with special universal motor, operating from any 110-volt circuit.



## Electric Dishwasher

*Electrical Merchandising, June, 1926*

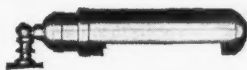
Both commercial and household models of the "Sanitary Servant" dishwasher are made by the Sanitary Dish Washing Machine Company, 382 Tenth Street, Milwaukee, Wis. The washing action in both models is the same, consisting of a double arm revolving spray which tips automatically and reverses every few seconds. The nozzles revolve in opposite directions and sweep all parts of the interior of the machine with a flood of water. If desired, a continuous flow of running water can be used during the washing operation. A pump constantly forces the clean water from the bottom of the tank. An overflow arrangement carries away the dirty water as clean water is added. The pump and motor are located directly underneath the machine and for convenient operation the machine may be placed on the drain board of the sink. The container is made of copper, heavily nickel plated. Intended retail price of the household dishwasher is \$125; commercial size, \$148.50.

*Electrical Merchandising, June, 1926*

## Show Case Reflector

*Electrical Merchandising, June, 1926*

The Faries Manufacturing Company, Decatur, Ill., is bringing out a new show case reflector that is neat and compact. A special holder, which fits a standard brass shell socket permits the reflector shade, 6 1/2 in. long, to be rotated on the socket so that light may be directed on the merchandise at any angle. It may be easily detached by simply pulling outward. The standard finish is nickel plate with inside reflecting surface of frosted aluminum. The reflector is intended for use with a 25-watt tubular bulb. Intended price, 75c.



## Link Switch

*Electrical Merchandising, June, 1926*

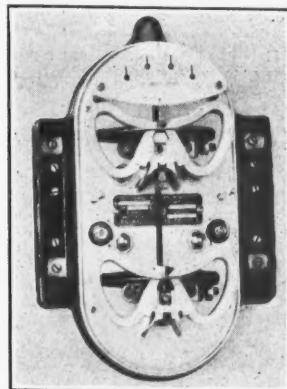
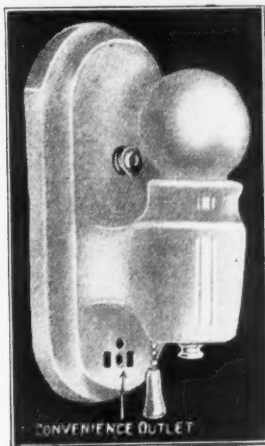
A new "Leveller" link switch—for use between two links of chain on lighting units having small canopies—has been announced by the McGill Manufacturing Company, Valparaiso, Ind. The design of the switch is such that it appears to be part of the chain itself. It takes the place of the "sore thumb" and pendant switch and, the manufacturer explains, is less expensive in original cost and in installation. No extra wire is needed. To install, hook the link on, cut one wire, connect to terminals of switch, slide switch through hole in link, drop down the clasp and the lighting unit is ready for service.



## Porcelain Bracket and Outlet

*Electrical Merchandising, June, 1926*

The Efcollite Corporation, 264 Canal Street, New York City, is bringing out a new kiln-baked vitreous porcelain bracket with convenience outlet, known as No. 20. The bracket may also be had in pull chain type, plain, without the outlet. This model is known as No. 30. The brackets are all wired complete and are made to cover any standard outlet box. Being kiln baked porcelain, they are sanitary and are moisture, acid, fire and stain proof. Intended list price for No. 20, \$5; No. 30, \$4.



## Polyphase Watthour Meter

*Electrical Merchandising, June, 1926*

An indicating device to show that the potential coils of the meter are energized has been brought out by the General Electric Company, Schenectady, N. Y., in its type D-7 polyphase watt-hour meter. It is not always easy to detect an interruption of the potential circuit on one element of the ordinary polyphase watt-hour meter, the company points out, and a blown fuse may go undetected for some time, the meter, in the meantime, registering only a portion of the power being delivered.

A few turns around the outside of the potential coil of each element serves as a transformer to energize a small, low voltage lamp on the front of the base of the meter. One lamp is used for each element. A lamp "out" means an open potential circuit, quickly detected by the meter reader or operator, and corrected with a minimum loss of revenue.

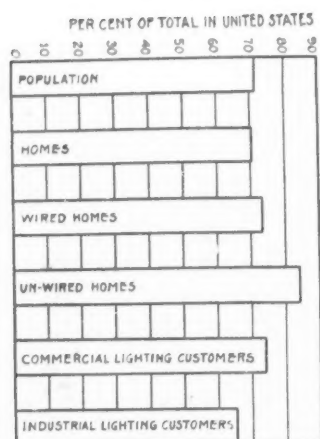


## Two-Position Motor-Starting Switch

*Electrical Merchandising, June, 1926*

In describing its new two-position—starting and running—"RM Type" motor-starting switch the Trumbull Electric Manufacturing Company, Plainville, Conn., points out its small size,—8 in. high by 6 1/2 in. wide and that it short circuits or shunts the fuses when starting the motor. It is made in rating of 20 amp., 250 volts only, 2 and 3 pole. To operate the switch, throw the handle forward, as far as it will go to start position; hold handle in position against spring pressure until motor reaches normal speed; ease handle back to second or "running" position which puts the fuses in circuit; and to stop motor, pull handle clear back to "off" position. Intended list price, 2-pole switch, \$7.50; 3-pole, \$9.





Data pertaining to twenty-seven Northeastern States. These include 72 per cent of the total population of the United States. (Computed from "Electrical Merchandising," Feb., 1925)

(Continued from page 6312)

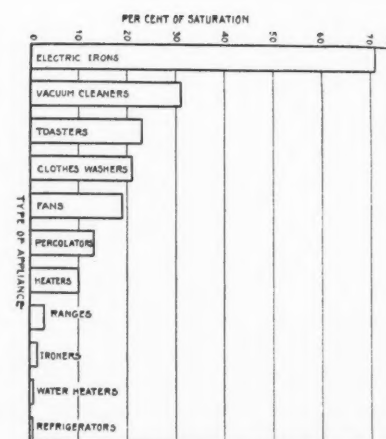
low average charge per kilowatt-hour. Companies are promoting range business successfully at rates up to 5½ cents per kilowatt-hour.

Those companies which have promoted the electric range as a load builder have had no difficulty in planning and executing successful

campaigns. Manufacturers have and will continue to render a very helpful supplementary sales service to the central station in training salesmen and demonstrators and in furnishing details of range sale operations which have been tried and proven successful. In its initial stages of introduction the range must be considered as a pioneering device, and as such a certain amount of promotional sales expense must be incurred. This has been true of every class of business which the power companies now serve, and the desirable features of the range as a load and substantial revenue producer warrant a liberal appropriation for this purpose.

#### Kilowatt-Hour Consumption, Demands, Load Factors, Etc.

Considerable use can probably be made of information regarding the kilowatt-hour consumption, the kilowatt demand, the load factors, and the demand factors, etc., for the different types of service. The accompanying table, giving this information is based, of course, solely upon what was obtained during the test, the entire table is exact for a



Per cent of saturation for electrical appliances ("Electrical Merchandising," January, 1926)

week's period only. Kilowatt-hours per week, as shown in the table, will probably not be of great value, since these figures are usually desired for a period of a year. Although our tests do not show these values for a year, it was possible to obtain the annual consumption per range from the utilities' books for the year 1925. These figures show the average annual consumption to be between 1,400 and 1,500.

## Kilowatt-Hour Consumption, Demands, Load Factor of Electric Range

(Based on 150 Customers)

### A—Spokane Tests—per Consumer

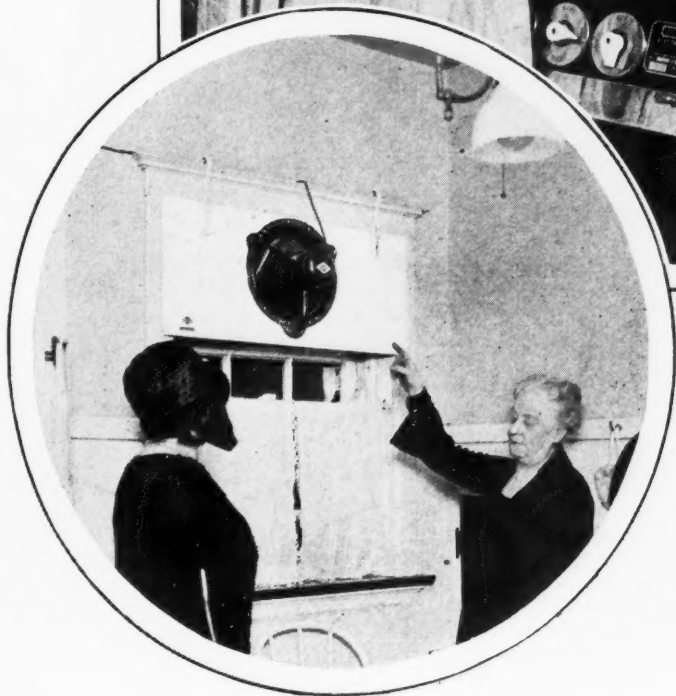
Type of Load	Time of Year	Connected Load Kw.	Max. Demand Kw.	Kw.-Hr. per Week	Weekly Load Factor, 15 Min., per Cent	Weekly Demand Factor, per Cent	Kw.-Hr. per Year	Annual Load Factor, per Cent	Annual Diversity Factor	Annual Demand Factor, per Cent
Range.....	Spring.....	7.14	0.87	24.4	16.7	12.2	.....	.....	.....	.....
	Summer.....	7.14	0.88	23.7	16.0	12.3	.....	.....	.....	.....
	Fall.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Winter.....	7.14	0.84	25.6	17.5	12.2	.....	.....	.....	.....
	Annual.....	7.14	0.86	.....	.....	.....	1,424	18.9	4.3	12.02
Lights and Appliances.....	Spring.....	2.74	0.20	8.46	25.2	7.3	.....	.....	.....	.....
	Summer.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Winter.....	2.74	0.246	12.85	31.1	8.95	.....	.....	.....	.....
Ranges, Lights and Appliances	Annual.....	2.74	0.242	.....	.....	.....	375	17.65	2.36	8.83
	Winter.....	9.88	1.06	37.8	21.2	10.7	.....	.....	.....	.....
	Annual.....	9.88	1.06	.....	.....	.....	1,799	19.35	1.04	10.75
Water Heater...	Summer.....	0.814	0.761	112.5	88.0	93.3	.....	.....	.....	.....

### B—Payette Tests—per Consumer

Ranges.....	Spring.....	5.744	0.83	29.5	21.2	14.5	.....	.....	.....	.....
	Summer.....	5.744	0.87	33.2	22.7	15.1	.....	.....	.....	.....
	Fall.....	5.744	0.87	30.7	21.0	15.1	.....	.....	.....	.....
	Winter.....	5.744	0.86	.....	.....	.....	1,424	18.9	4.3	14.95
	Annual.....	5.744	0.86	.....	.....	.....	.....	.....	.....	.....
Lights and Appliances.....	Spring.....	2.616	0.100	2.99	17.8	3.83	.....	.....	.....	.....
	Summer.....	2.616	0.174	7.38	25.6	6.6	.....	.....	.....	.....
	Winter.....	2.616	0.140	.....	.....	.....	375	3.05	2.36	5.36
Ranges, Lights and Appliances	Annual.....	2.616	0.140	.....	.....	.....	.....	.....	.....	.....
	Winter.....	8.36	1.008	38.2	22.6	12.1	.....	.....	.....	.....
	Annual.....	8.36	0.96	.....	.....	.....	1,799	21.4	1.04	11.45
Water Heater...	Summer.....	0.967	0.750	76.0	60.3	77.6	.....	.....	.....	.....

# Electrical Merchandising *Pictorial*

*Warm summer days in the home town  
are days of sales opportunity for the  
electrical merchant who carries  
summer comfort and  
health in stock.*



**G**ET this over to the public—sell the idea of appetising meals from a cool kitchen, refreshing summer breezes, delicious cooling drinks and desserts. The results will be written in dollars on the profit side of the books.



# The Display Man Should Be a Salesman



The June Bride will be the center of interest in many windows this month. This window of the Valley Electrical Supply Company, Fresno, California, took first prize in last year's contest held in the California Electrical Bureau for the best June Bride window.

Below is a fan window which attracts the heated shoppers with its cool background of white metaline cloth, green velour floor covering and palm fronds moving in a gentle breeze.



This refrigerator window, of the Commonwealth Edison Company, Chicago, is not a difficult or costly one to create. The snow effect is obtained by the use of cotton batting. Pulling the strips apart and draping them about the refrigerator with the fluffy inside of the layers exposed does the trick. The upper "frieze" is made of cardboard painted white and "frosted," while the paint was still wet, with imitation snow—obtainable in any novelty shop. Total cost, including the two rear "ice-berg" signs, \$4.75.



man

# Eureka Sets Another World Record!

**51918** *Grand Prize* **Eurekas**  
**Sold** between March 1st.  
and April, 30th.

21,676 more Eurekas were sold during March and April, this year, than during the same period in 1925.

The American public emphatically expresses its preference for the Eureka Vacuum Cleaner by purchasing more of them than of any other "make." Very probably no other "make" showed such a phenomenal gain during the March-April period.

Each year the powerful Eureka selling organization smashes previous records and sets new high marks for the entire industry to shoot at. The amazing March-April increase proves that 1926 is going to be another sensational Eureka year.

The dominance of the Grand Prize Eureka, resulting from superior cleaning efficiency, powerful advertising and aggressive merchandising, is a tremendous sales asset to dealers who want to enjoy the largest possible volume of electric cleaner sales and profits.

Wire or write the factory for details of the Eureka selling opportunity in your territory.

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.  
Largest producers of Electric Vacuum Cleaner Units in the World

Canadian Factory, Kitchener, Ontario  
Foreign Branches: 8 Fisher Street, W. C. 1., England  
58-60 Margaret Street, Sydney, Australia (280)



# EUREKA

## CLEANER

*It Gets the Dirt*



Electrical Merchandising, June, 1926

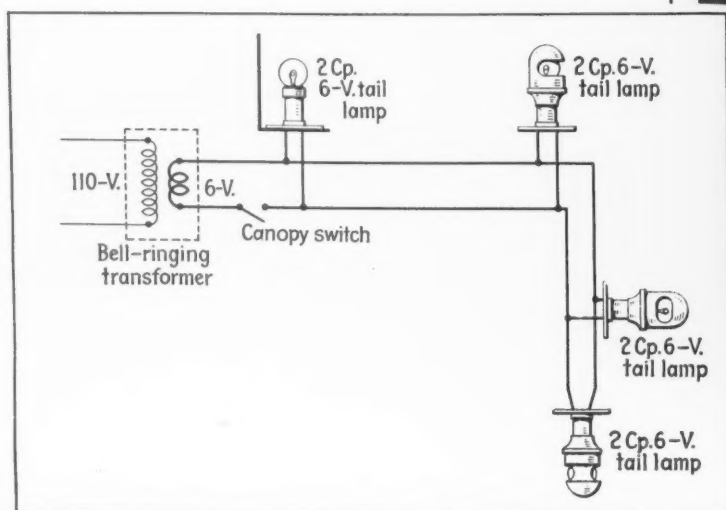


# Night Lights

*"A Candle Glow All Night Long" The Latest Home Wiring Refinement*



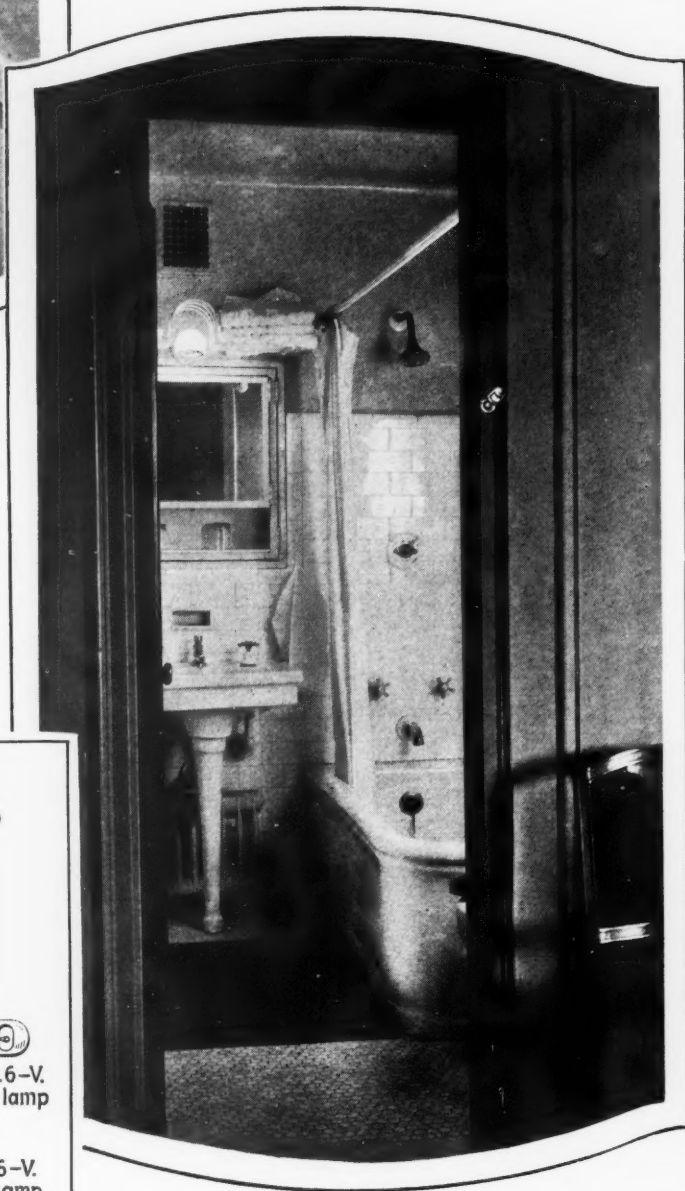
**T**HE 2-cp. candle fixture on the staircase has a canopy switch which controls all the small lights throughout the house. Thus at a single twist the "night lights" are turned on at dusk and off next morning.



**T**INY 2-candlepower lamps burning in each hall and bathroom throughout the hours of darkness afford a degree of comfort and protection in the home that is all out of proportion to the slight cost of installation or operation. Here is another wiring job for the electrical contractor.

The illustrations show how a bell-ringing transformer can be used to operate these 6-volt, 2-candlepower automobile tail-lamps.

The small lamps burn from dusk to daylight, at a cost of only a few cents a month, and provide a gentle candle glow, by the aid of which occupants can find their way about in security and comfort.



## Electrical Merchandising

The Business Magazine of the Electrical Trade

believes with Samuel Insull that:

"The rapid growth of the industry, and the high degree of prosperity it enjoys, tend to make the people in it think that all is going as well as it could be. No industry is going as well as it should while there is room for improvement."

### Something the Electrical Family Should Talk Over

NO DEALER can question the evidence presented at the recent N. E. L. A. Convention at Atlantic City that the central stations are becoming more and more interested and concerned in the electrical industry's marketing problem. Speaker after speaker, day after day, dwelt upon some phase of it. The industry is conscious of the fact that with 14,500,000 houses wired and only 2,600,000 more unwired homes available along existing lines, we are nearing the end of the process of growth by accumulating customers and must proceed hereafter by building up the installation, the equipment and the use of electricity among those customers already connected. The merchandising of household appliances looms large as the most important function to be immediately considered, for if the residence load now standing at 7 per cent saturation, is to be built up promptly a broader and more thorough merchandising operation becomes imperative.

There will have to be a large measure of local cooperation in all this. The more extensive the selling, the more important trade policy becomes. For just as the more rapid development of the domestic uses of electricity will require the pioneering power of the electric light company, just so will the expansion of the local trade in these household appliances, make invaluable to the power company the frank and hearty assistance of the dealer and to some extent the department and the hardware store, that the market may be kept sweet in terms both of service to the customer and profit to the man who sells. There is something here that ought to be fully discussed in the electrical family in every city.

### Have You Tested Your Brakes?

IF YOU'RE feeling happy and contented—"All's right with the world" stuff—*don't read this*. If your taste in literature inclines toward Pollyanna, *don't read this*. But if, perchance, you *should* like Ibsen, or Mencken, *don't miss this*.

Now, cross your heart and hope to die, *have* you had your business brakes tested? Have you really got your *Expenses* under control? Not nearly as much danger of

going wild on purchases, because that is usually regulated by the jobber's or manufacturer's credit man, but how about Costs of Doing Business?

Naturally you are more interested in reading of how to make more money through *selling* than you are in wading through a lot of stuff about *saving*. Mighty few people like to save—there isn't much of a kick in that. But here's a fact you cannot dodge: retailing is becoming more highly competitive each passing year and today the most lucrative operations derive the bulk of their profits from the savings effected in their expenses.

Business has not been as booming this Spring as we all had hoped for, has it? Yes, I know, in your case it has, but speaking generally? A bit sluggish, yes. I believe this is likely to continue into the Fall.

Now this condition has not been confined to any one section of the country. On the contrary it has been quite general, only a section here and there apparently not feeling the effect as yet. I have before me a report on retail trade conditions by one of the national agencies. Every section is reported "Poor" or "Fair" with the single exception of *one*. That is marked "Good." Only one, mind you, from coast to coast.

A PROMPT and satisfactory settlement of the foreign debt situation, with a consequent resumption of exports, will help the East and manufacturing centers generally; bumper crops will assist the South and West. But a tremendous amount of money has gone into the installment purchasing of luxuries, into real estate and into automobiles, etc.

Many of the primary—raw material—markets have virtually collapsed within the past sixty days: wool, silk, lumber, etc. They naturally effect the finished products in these lines. Stocks of such finished products in the hands of the jobbers and retailers have depreciated. Buyers become very cautious on a falling market.

This seems a long cry from electrical appliances but of course it isn't. We are all dependent upon one another in the intricate fabric of existence today. Sales have declined somewhat *but have expenses automatically kept pace?* Not so that it is visible to the naked eye. They automatically increase with increased volume all right but do not seem so responsive in reverse.

This is no time to "step on the gas" in this matter of expense. No, indeed, but it certainly is the time to get your business car firmly under control. Increase your speed in the matter of selling effort *but do not increase your expense*. No matter what you think, it *can* be done. How?

Well, for the past year *Electrical Merchandising* has been showing you how. Article after article has appeared on expense control. Standards of operating expense in the various divisions of retailing have been printed. Do not take any matter of expense for granted. Rather approach the subject from the opposite angle—that *none* of this expense is necessary—and you'll get somewhere. You'll be surprised. Get back to old-fashioned principles of retailing. It's really lots of fun, though a lot harder work for you personally. Assume an *impersonal* attitude toward your business and toward your own activities. Just pretend you are your own *receiver* and expenses *have* to be cut down.

AT THE foot of this down grade of volume decline there is a sharp curve just before the road straightens away into bigger and better business. If your brakes *have* been tested and adjusted to the standards of which we have been speaking for the past year, apply them so you will take the curve safely and have a flying start on the better road that lies around the corner.



# How to Estimate

## The Electrical Installation

### on a Public School

By J. W. HOOLEY

Contracting Electrical Engineer  
New York City

**M**AKING an electrical installation in a public school differs from the usual job in that all work must be guaranteed and maintained for one year after the completion of the job. Considering that the vacation period in the school year causes much neglect of the equipment, the maintenance expense will consume all of the profits unless

allowance is made when figuring the job, for maintenance and the installation of the very best materials.

The only way of being sure that all details are included is to figure the job on estimate sheets. It was for this reason that the sheets here shown, were devised.

#### All Data Provided For

The upper part of page one provides for general data necessary to make an intelligent estimate. In the lower half, space is provided for summing up the circuit work.

Page two is arranged for the necessary mains and feeders. As many engineers number their feeders and mains on riser sheets, the quantities of wire and cable can be recorded directly from the riser sheet. Another way is for the estimator to put notes on the left hand margin.

Page three should be used for recording materials and labor for special systems such as telephone systems, clock systems and fire alarm systems.

Page four is the total sheet. All

DATE	Sept 15.		SCALE 1/8" = 1 FT.							
ENGINEER	R. L. Mays		ESTIMATE TO Ed. of Education							
ARCHITECT	M. K.		TYPE OF BLDG. School							
MADE BY	M. K.		SIZE OF BLDG. 160' x 56'							
			SERVICE							
FLOORS	Ceiling Outlets	Side Outlets	Base Receptacles	Floor Receptacles	Switches	1/2" Conduit	3/4" Conduit	Panels	Circuits	
3	49	5	9		20	2000		1	18	
2	114	7	9		30	9300		1	30	
1	48	28	19	5	24	3400		1	20	
Bas	30	10	4		10	1200		1	10	

## Fifth of a series of articles on estimating methods applicable to the principle classes of work which the electrical contractor is called upon to figure

totals of material and labor are carried to this sheet. This total sheet serves as a splendid memory check helping the estimator to include the various details, which if left out might consume the entire profit.

On school jobs, time offers particular problems. The job we are analyzing took eleven months to complete. This means numerous start and stop operations in the labor which serves to build up a high labor cost and increases the overhead.

In the signal systems, care should be taken to include every detail as there are so many that it would be a very easy matter to overlook and overlooked details reduce the profit. The very best grade of material should be figured on, especially in the clocks, telephone work, and fire alarm work. These devices are fairly delicate and usually abused around a school, which means a heavy maintenance expense unless material is installed which will stand misusage.

In this installation there is a master clock which operates secondary clocks, a relay and a program instrument. The program instrument is so designed to ring the bells throughout the school at predetermined periods. A private telephone system and fire alarm system also add complications to the job. These systems should be laid out and each circuit carefully checked for proper material and apparatus. Extra allowance should be made for time in laying the work out as the outlets must come exactly at certain points.

In figuring this form of work the contractor must figure his profit on the base bid as there is little or no possibility of "extra" work.

### Unit Prices and Ratio for This Job

241	Ceiling outlets
50	Side outlets
41	Base receptacles
5	Floor receptacles
94	Switches
24	Telephone outlets
55	Clock outlets
16	Fire alarm outlets

Bid—\$10,546.00 ÷ 526 outlets = \$20.05 per outlet  
 Building 160 ft. x 56 ft. wide x 36 ft. high = 322,560 cu.ft.  
 \$10,546.00 ÷ 322,560 cu.ft. = \$0.033 per cu.ft.  
 Total cost of material—\$4,552.22  
 Total cost of labor—\$2,768.90  
 \$2,768.90 ÷ \$4,552.22 = .608 per cent  
 Ratio of labor to material = .608 per cent  
 The basis of labor has been estimated at \$10.50 per eight-hour day for mechanic, and \$7 per eight-hour day for helper.

526

#### INDICATE SYSTEMS FIGURED ON THIS SHEET

Private Telephone System			
250 ft	1 1/2" Conduit .16/.20	40.00	50.00
2	Pull Boxes 3"x2"x6" 15.00	30.00	20.00
32	Outlet boxes .25/.25	8.00	5.00
300 ft	1" Conduit .11/.10	33.00	30.00
150 ft	3/4" " .07/.10	10.50	16.00
200 ft	1/2" " .06/.08	12.00	16.00
allow fittings for Conduit 10%			
15,000 ft	#16 R.P. .005	75.00	75.00
1 Telephone Board 30 lbs.			
22	Wall phones	375.00	150.00
3	Desk phones		
		596.00	361.00
Fire alarm System			
8	10" Bells 10.00	80.00	16.00
8	#9 Stations 12.00	96.00	24.00
500 ft	1/2" conduit .06	30.00	40.00
1500 ft	#14 Wire .10	150.00	20.00
20	Outlet boxes .25/.25	5.00	5.00
fittings for Conduit			
		231.00	106.00
Clock & Program Bells			
1	Master Clock	210.00	25.00
25	Secondary clocks	400.00	125.00
30	Bells	120.00	60.00
1	Key board	45.00	25.00
1	Relay & Program	75.00	25.00
1000 ft	1/2" Conduit .06/.08	60.00	80.00
50	Outlet boxes .25/.25	12.50	12.50
3000 ft	#14 R.P. Wire .10	300.00	30.00
fittings for Conduit			
		962.50	382.50

TOTAL SHEET		MATERIAL	LABOR
Account			
General Work		1026.32	1192.70
Feeders and Main		161.00	180.00
Service or Generator Cables		187.10	82.20
Switch and Panel Boards M. Co. Bid		963.00	200.00
Fixtures			
Lamps			
Bell Work			
Public Telephone System			
Private "		596.00	161.50
Clock System		962.50	382.50
Fire alarm System		231.00	106.00
Engines M. & Sch. & Storage Batteries		275.00	75.00
Generators			
10	Motors allow connecting up	50.00	100.00
Pumps			
Foundations			
Boards and Carrels			
Totals—M. and L.		4552.22	2768.90
Total Labor		2768.90	
Bond and Inspection		200.00	
Total		7521.12	
Overhead Expense 20%		1504.22	
Cost		9025.34	
Profit 15%		1353.80	
Bid		10546.00	
Above Estimate Checked by R.O.			
Contract Closed by R.O.			
Date Closed Sept 30			
Date Work Started November			
Date Work Completed November			



# CODE Questions and Answers

By VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago  
Member of Electrical Code Committee, N. F. P. A.

## The Importance of Complying with Code Rules

**T**HIS department of *Electrical Merchandising* is devoted to an explanation of the National Electrical Code rules. The effort is made to, as far as possible, keep away from controversial matters. In the belief that a Code rule is always better understood when the underlying reasons for the rule are explained, an attempt is always made to convey to the mind of the questioner the basic reason for the rule.

The numerous inquiries which have come to this department indicate not only a sincere desire on the part of the questioners for information on Code requirements, but also show in a measure the broad and general use of the National Electrical Code.

It is fair to assume that back of every Code rule is a good, legitimate, reason for its existence even though, at times, the requirements of the rule may seem quite trivial or even, in some cases, absurd.

In order to impress upon the minds of those of the readers of *Electrical Merchandising* who keep in touch with "Questions and Answers" the real importance of first understanding the Code rules and then complying strictly with all these rules, even what might be termed the minor ones, a case which recently came up will be cited.

The Code requires that in conduit work the conduit "shall be mechanically connected to all fittings." Where a

**D**ISCUSSION of wiring and construction problems—Nationally-known inspection authority answers queries of *Electrical Merchandising's* readers.

conduit enters an outlet box the usual means of connecting the conduit to the box is by means of a locknut and a bushing. The mere provision of a locknut and bushing does not, however, provide a full compliance with the rule unless the connection made by using these fittings is "mechanically" correct.

A fire recently occurred in a four-story building containing a number of apartments. The fire occurred at night and before it was out the building had been damaged with a reported loss of \$10,000. This, however, was but a small part of the damage. Four lives were lost including an ex-soldier who lived with his aged mother in one of the fourth-floor apartments. This soldier was crippled, having lost both legs in the war service. When the fire broke out the mother tried to assist the crippled son to escape, but due to the flames rushing up the stairway their escape was cut off in this direction. The mother carried the son to a window where they attempted to escape by jumping, but both unfortunately landed on the sidewalk below on their heads and were instantly killed.

A careful and complete investigation of this fire indicated that the fire started on a stairway at one of the floor landings. A run of conduit extended up the wall and entered a junction box. At the point where the conduit originally entered the box it had come loose from its locknut and bushing fastening, and had pulled away from the box leaving the wires resting on the sharp edge of the knockout opening. It was apparent that the fire had started at this point.

## Service Switches—Classifications AA, A and B

**QUESTION:** Where safety switches are required for service entrance switches, does the switch have to be of the type which can be fused only after the current is turned off?

**ANSWER:** Rule 405 c, which refers to the service switch reads: "An enclosed service switch shall be externally operable unless additional switches are provided for control of individual cir-

cuits as recommended further below."

It will be noted that the rule does not refer in any way to a "safety switch." The only stipulation is that the switch "shall be externally operable." The term "safety switch" is not, as far as the writer recalls, used anywhere in the code. The term was originally coined by manufacturers of the enclosed type switch to differentiate between the new and old type of switch and to bring out the added safety feature attained by eliminating, in the operation of the switch, the necessity of coming in close proximity to live parts.

## Three Classes of Enclosed Switches

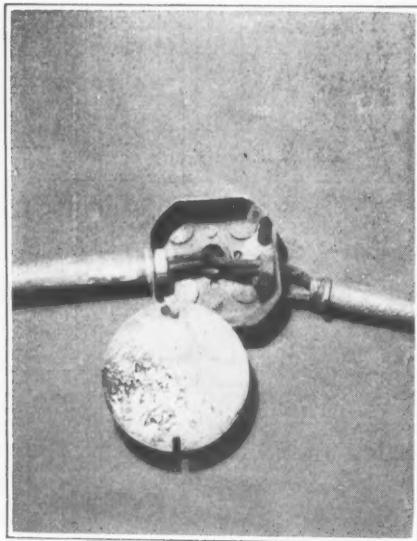
The Underwriters' Laboratories, List of Inspected Electrical Appliances refers to "enclosed" switches. Enclosed switches are placed in three classes. Class AA refers to switches which are "so designed and constructed that they cannot be installed or used so as to expose normally current-carrying parts to contact by persons replacing or inspecting fuses." Attention is called to the word "installed" in the above description. A switch having this classification may have the "line" or "load" connected to either set of terminals.

Classification A varies from Classification AA in that in order to assure the fuses being dead when the switch is in the open position the "load" and "line" must be properly connected to certain specified terminals.

In Classification B are those switches which are simply "operable without opening the cases." The feature of having the fuses dead when the switch is open is not a requirement.

It will be noted then that, so far as the Code is concerned, switches of any of the Classes, AA, A or B, may be used as service switches and the switch does not have to be of the type which can only be fused when the switch is open. It may be possible, however, that in particular localities the local regulations may either require or may prohibit service switches to be of class AA or A type.

Some of the objections cited on the use of class AA and A switches as service switches are that service switches are so seldom operated, and the fuses in the same are so seldom replaced, that the interlocking feature does not add greatly to their safety. With the switch handle immediately adjacent to the fuses, and with the fuses and the blades of the switch always dead when the switch is in the "open" position, it is reasonable to assume that the fuses will generally be dead when replaced so that very little added safety is gained by the interlocking feature.



The conduit coming loose left the wire resting on the sharp edge of the box, causing a fire

Service switches remain in position over long periods of years, often without being operated. The interlocking feature may become inoperable, decreasing instead of increasing the safety. The possibility of the interlocking feature becoming inoperative is increased due to the fact that service switches are frequently located in basements or damp locations where the metal is subject to corrosion. The interlocking feature *actually* prevents an inspection of the fuses and switch mechanism. It is a practical impossibility in most cases to open the switch and cut off the current from a building and the larger the switch, or the larger the installation, the more impracticable this becomes.

#### Unauthorized Tampering with Switch

While it is theoretically possible by the use of screw drivers, keys, or other devices to open the enclosure with the switch "on," the variation in design, the lack of knowledge with regards to the various designs, the loss of keys, the inoperation of the interlocking features, all tend to make the inspection of the switches impossible to owners, tenants, inspectors, wiremen and others who may have occasion to get into the interior of the enclosure to check up on the fuses, the connections or the condition of the enclosed mechanism. The arguments outlined above do not apply to the enclosed switch in its industrial application.

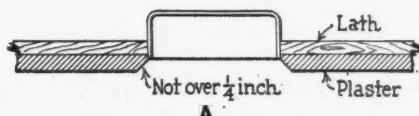
### Outlet Boxes on Face of Plaster with BX Wiring

**QUESTION:** In wiring an old building with B.X. is it permissible to place outlet boxes on the face of the plaster?

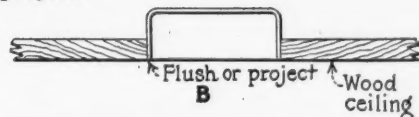
**ANSWER:** Rule 701 q reads: "Outlet boxes or plates, switch boxes and cabinets shall be so installed in walls or ceilings composed of plaster on wooden joists or studs that the front edge of the fitting will not set back of the finished surface of the plaster more than  $\frac{1}{4}$  inch. On wooden walls or ceilings the front edges of the fitting shall be flush with the finished surface, or project therefrom. A plaster surface which is broken or incomplete shall be repaired so that there will be no gaps or open spaces at the edge of the fitting. (These requirements do not apply to walls or ceilings composed of concrete, tile or other non-combustible material.)"

It will be noted that there is nothing in the above rule which prohibits either the edge of an outlet box projecting beyond the plaster, or of the outlet box being placed directly on the face of the plaster. It will also be noted by a careful reading of the rule that in its requirements, it relates almost entirely to the possible fire hazards involved. On a plaster ceiling or wood joists the front edge of the outlet box must not be more than  $\frac{1}{4}$  inch back of the finished surface. Whatever exposed surface does occur

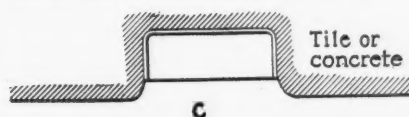
around the edge of the box will be in the non-combustible plaster finish.



On a wood ceiling this clearance is not allowed for the reason that the exposed surface would be combustible wood. In this case, therefore, the edge of the outlet box must be flush or may project.



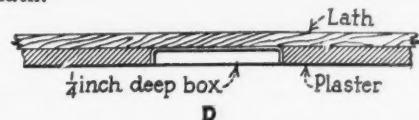
The note in parentheses eliminates the requirement entirely in the case of non-combustible walls because, here, whatever surface is exposed is non-combustible.



As an added safeguard the rule requires the plastering up of any opening that may exist around the edge of an outlet box in a plastered ceiling on wood joists.

There is a very good underlying reason for this rule. In buildings of wood construction there is generally a very strong draught of air around any opening in a ceiling and flames caused by a short or ground on the wiring in the outlet box would be drawn up into the concealed space between the lath and the floor above, probably setting fire to this dry, combustible material.

With reference to outlet boxes on the face of the plaster, these are not, of course, in violation of the rule, for in an exposed conduit job for instance, the entire equipment is on the face of the plaster. As a practical matter, however, there are some objections to exposed outlet boxes with concealed armored cable wiring. The exposed outlet box may interfere with the fixture canopy being placed against the ceiling, leaving an unsightly job. Outlet boxes placed on the face of the plaster with rigid fixtures supported from a crowfoot in the box are liable to be the cause of broken plaster from strains caused by straightening or hitting the fixture. A method frequently used to eliminate this difficulty consists in using a  $\frac{3}{4}$  inch deep outlet box, cutting out the plaster and allowing the outlet box to rest directly against the lath.



The plaster may be easily and accurately cut by filing saw teeth in the edge of a standard round box, removing the knockout in the center of the box and providing a means to revolve this box with a common brace. The outlet box is placed over the gas pipe and the plaster sawed out by turning the brace.

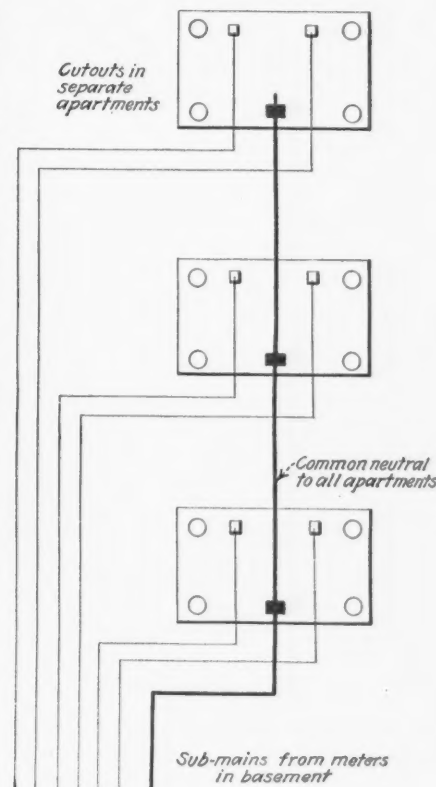
### Common Neutral to All Cutout Centers in Apartment

**QUESTION:** In an eight-story apartment building, the meters are all placed in the basement. The cutouts for each apartment are placed in the apartment. Sub-mains are run from a distribution center in the basement to each meter and then up to the particular apartment. It is found in some cases that instead of running 3-wire sub-mains to each separate apartment it is more economical to run one common neutral wire to supply all the cutout centers in the apartments. Is this a violation of the Code?

**ANSWER:** The only restriction in the Code covering 3-wire circuits is that appearing in Rule 807. This rule reads: "Three-wire branch circuits may be run from direct-current or single-phase, alternating current, systems having a grounded neutral, in which case the neutrals of the branch circuits shall not be interconnected except at the center of distribution."

As the sub-mains referred to in the question cannot be classed as "branch circuits" (which are clearly defined in rule 807) this rule cannot be construed as applying to this case.

So far as the writer knows, there is no rule in the Code prohibiting the construction described nor is there any evident objection to such a system from an electrical standpoint.



When the meters are located in the basement and the cutouts in the apartments, a common neutral, of sufficient size, may be run to all apartments, provided that where conduit is used the current is D.C.



# Dealer Helps

## to More Summer Business

When the days are long and sweltering and the overwhelming heat of the hot summer sun keeps everyone in doors, sales do not mount with the mercury. But this is by no means an indication that sales are not to be had if merchandise is convincingly and attractively offered.

To help the retail electrical merchant keep up his volume of sales during the summer season and discourage the

so-called "summer slump" manufacturers have prepared and made available "sales helps" of all kinds with which to inveigle the public into buying more and more electrical merchandise.

Here are some of the manufacturers who are glad to supply "selling aids" in the form of store and window displays, cut-outs, campaign plans, folders, mailing pieces, etc.:

**Graybar Electric Company**, 100 East Forty-second Street, New York City—window cards in color, post-cards and return post-cards for direct mail use, newspaper cuts, folders on all Graybar appliances, window-glass transparency, store front sign, hung from wrought iron bracket, blue carton lantern for outdoor sign, lamp counter demonstrator, complete Graybar house-keeping appliance catalog and window display suggestions illustrated in the Graybar Tag.

**Dexter Company**, Fairfield, Iowa—new catalog for the trade, showing the various models of washer made by the company and the construction in detail of the Dexter washer as well as the usual window display helps and folders.

**Apex Electrical Manufacturing Company**, 1067 East 152d Street, Cleveland, Ohio—1926 catalog on "Rotarex" appliances, folders and printed matter.

**Azor Motor Manufacturing Company**, Cleveland, Ohio—colored folder showing convenience and comfort of ventilating fans in kitchens, laundries, bedrooms, offices, hospitals, etc.

**Metal Ware Corporation**, Two Rivers, Wis.—counter display carton for percolators. This display carton carries four two-cup percolators and will be available to dealers about the end of June. There are also two broadsides which can be used as store hangers. One broadside features the company's toy line and the other broadside illustrates the appliance line. In addition to these "helps" are window display cards, window streamers and envelope stuffers.

**American Blower Company**, Detroit Mich.—bulletins on the various markets for ventilating fans, including one on restaurants, theaters, auditoriums, assembly halls, offices, garages, etc.; also a chart for use in figuring ventilating jobs, which tells easily and quickly the fan size for the various installations, thus eliminating chances of mistakes in calculating sizes required. Broadside selling the idea of ventilating fans in the home. "Men Are Not Salamanders" and "Have You a Miniature Inferno in Your Plant?", mailing pieces on man-cooling fans.

**Cutler-Hammer Manufacturing Company**, Milwaukee, Wis.—attractive display cartons and small folders together with the usual "sales helps."

**Emerson Electric Manufacturing Company**, St. Louis, Mo.—Bulletin No. 3513 showing latest types of ventilating fans, also several circulars on ventilat-

ing fans as well as window display material and printed matter which has previously been listed.

**Art Lamp Manufacturing Company**, 1433 South Wabash Avenue, Chicago—to assist dealers in selling lamps during the summer months, this company is supplying complete plans for putting on style shows. The material available consists of a book of advertisements, giving complete layouts of ads in all sizes; mats for newspaper work, circulars for direct mail use; window signs, elevator signs and reproductions of the company's four-color national advertisement. The company also supplies merchants with names of prospects in the community, people who in response to the national advertisements have indicated their interest in "Almco" lamps.

### Personal Comfort Appeal Sells Fans



#### Place Graybar Electric Fan Here

When it's so hot that even on the porch, the air hangs hot, damp and motionless—that's the time when spirits flag.

No doubt you can remember such times, but they will be only a memory—if you follow our suggestion. Carry the Graybar Electric Fan where you will and cooling breezes are bound to follow. Look them over today.



Your Name  
Address

Economy, utility and convenience can be stressed and demonstrated with regard to a particular appliance but the appeal that clinches the sale is usually that of personal comfort, for the human race is eminently selfish and, consciously or unconsciously, places bodily comfort high up on the scale of things. That's why the message of the suggested newspaper ad reproduced here is so effective. The ad is but one of the sales helps available to "Graybar" dealers.

**Hamilton Beach Manufacturing Company**, Racine, Wis.—letters, circulars, window displays, newspaper cuts, etc. imprinted with the dealer's own name.

**Tork Company**, 12 East Forty-first Street, New York City—Tork pocket book containing printed matter on the timer, conveniently arranged to carry in the pocket; folder, "I make oil-burner comfort 20 per cent cheaper," as well as circulars, folders and printed matter on the timer, bracket and utility light.

**Ilg Electric Ventilating Company**, 2850 North Crawford Avenue, Chicago, Ill.—Authorized Dealers Pictorial Better Campaign for 1926—including a campaign carried on five or six months, taking in the summer months. Prospects furnished by dealers are circularized every thirty days beginning with the Ilg Pictorial, followed by four letters bearing the imprint of the dealer and signed in typewriting with his name. The campaign lasts five months and letters are mailed every thirty days.

**Swartzbaugh Manufacturing Company**, Toledo, Ohio—window display cut-out showing the small "Everhot" cooker in use in the home and also being taken on an automobile picnic, the picnic luncheon being cooked by stored heat. "Savory Dishes" is a new cook book sent out to every table stove user after May 1.

**Trumbull Electric Manufacturing Company**, Plainville, Conn.—new plan book on stock panel boxes. By this plan of standardization of panelboard boxes, the boxes may be installed while lathing and plastering and the panel and trim obtained later when needed. Fifteen types of panelboxes, it is pointed out, will take all the different types of panelboards—4 to 32 circuits—listed in the catalog.

### Wall Chart of Conduit and Fittings

Much valuable information is included in the new wall chart designed by the American Wiremold Company, Hartford, Conn. This chart is now being distributed to electrical jobbers, contractor-dealers, central stations, electrical engineers, architects and others interested in the subject of electrification. It has four sheets and shows the types of fittings made by the company, dimensions and installation information.

*Electrical Merchandising, June, 1926*

**Autovent Fan & Blower Company,** 730 West Monroe Street, Chicago—Bulletin No. 64 for direct mail use, in circularizing prospects on ventilating fan equipment. The dealer may handle his own mailing campaign or the company will be glad to circularize names submitted by the dealer free of charge. "Get Acquainted" card with suggestions and sales ideas for dealers, explaining types of fan for various uses and conditions governing these uses. "Every Wired Home & Office" is a broadside on the portable window ventilator. A very new broadside is the one called "A Message From—Autovent Fan & Blower Company."

**The Dover Manufacturing Company,** Dover Ohio—Seven-color display cards, 14x20 and 7x10 in.; circulars in five colors designed to tie in with window cards; three-color easel display stand for counter use; colored price cards fitting over back of iron; insurance policy against burn-out of element; catalog on Dover appliances; and tie-in advertisements, with mats or cuts free.

**B. F. Sturtevant & Company,** Boston, Mass.—new dealer's envelope stuffer on ventilating fans.

**Modern Laundry Machine Company,** 1635 Cleveland Avenue, Kansas City, Mo.—4-page large circular on the "Mola" washer, newspaper ads and cuts, envelope stuffers and large, colored, window paster.

**National Carbon Company,** 30 East Forty-second Street, New York City—three-piece window display set of Eveready flashlight, selling the idea of the flashlight for vacation use, also counter card on Eveready Mazda flashlight lamps, pointing out the idea of putting flashlights in serviceable condition for vacation use. These displays will be available the latter part of June. Another counter card, ready June 1, is that on Eveready radio batteries, featuring portable radio and "B" battery No. 768, recommended for use with portable sets where light weight is a factor.

**Wagner Electric Corporation,** 6400 Plymouth Avenue, St. Louis, Mo.—window display cut-outs, folders, circulars, etc., on the Wagner fan.

**Diamond Electric Specialties Corporation,** 101 South Orange Avenue, Newark, N. J.—window display sign on radio "B" battery—a blue background imprinted with the message: "Radio 'B' Battery—Power to Bring in Distant Stations."

**Shapiro & Aronson, Inc.,** 20 Warren Street, New York City—for refixturing business, selling new fixtures during the summer for the home's winter furnishing, the company has placed its advertising department at the service of the dealer, to lend co-operation to help the dealer develop his local advertising. An advertising service, consisting of eight different mats of newspaper advertisements in various sizes is available.

**Armstrong Manufacturing Company,** Huntington, W. Va.—set of display cards which tell the story of how the Armstrong table stove cooks three things at once. A card is slipped over the terminals at back of the stove and

unusually realistic cardboard reproductions of fried eggs, beefsteak, waffles and toast are used for the various compartments of the stove to show its multiple cooking qualities.

**Rockford Metal Specialty Company,** Rockford, Ill.—display card showing a life-size reproduction of a sewing machine head to which can be attached the company's sewing machine light, showing exactly how the light operates on the sewing machine at home.

**Gould Storage Battery Company,** 250 Park Avenue, New York City—summer sales letter directed to dealers, together with two-column broadside, pointing out the "Unipower" as an off-season seller.

**Diehl Manufacturing Company,** Elizabeth, N. J.—two-color envelope filler with dealer's imprint, large five-color window cutouts and large three-color window pasters on electric fans.

**Fitzgerald Manufacturing Company,** Torrington, Conn.—folders, circulars, mailing pieces and window display material on fans and small appliances.

**Robbins & Myers Company,** Springfield, Ohio—"Sale Finders and Sale Makers for 1926" tell of the new "sales helps" prepared by this company for summer selling of electric fans.

**Simplex Electric Heating Company,** Cambridge, Mass.—folders, circulars and new window display on Simplex iron.

**United Electric Company,** Canton, Ohio—Among other sales helps the company has a new folder complementary to the sales helps proposed by dealers in the company's Dealer Helps Contest. The basis for the folder is an investigation which was made into the preferences of women in electric cleaners.

## Campaigning Show Case Lighting

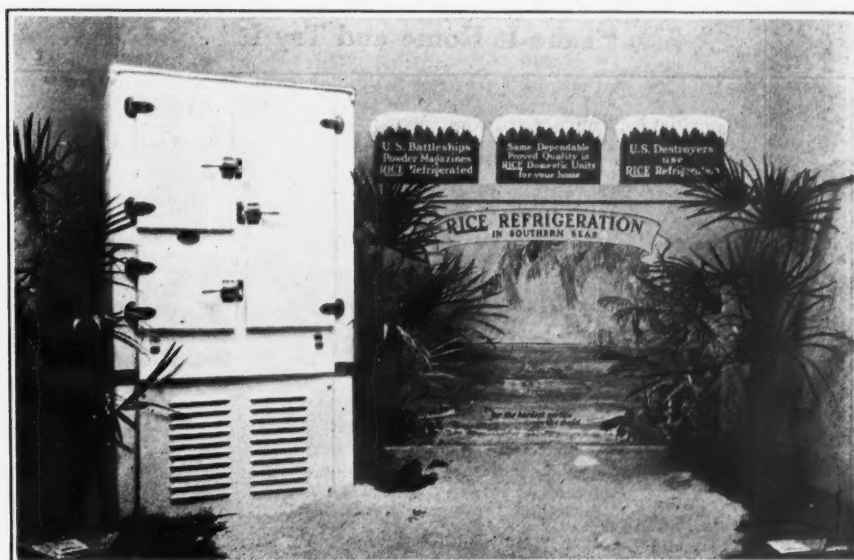
Every neighborhood has its quota of stores. And every store, no matter what it sells, needs well-lighted show-cases. In a new 23-page prospectus, the Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, maps out a campaign for more and better show case lighting. The revenue from a campaign of this kind is two-fold, embracing not only the sale of show-case fixtures but an increase in off-peak current load. The three primary elements in the campaign, as pointed out in the prospectus, are (1) magazine advertising, (2) local direct mail work and (3) salesmanship. Each of the three details of the 1926 show case lighting campaign are fully covered in the publication, "Helping You Increase Your Off-Peak Current Load" which is available to companies interested.

## G-E Wiring Plan

To stimulate business for G-E wiring system contractors, the General Electric Company, Schenectady, N. Y., has prepared an elaborate 1926 wiring sales promotion plan. In a large portfolio there is listed the sales helps which are available to help the contractor get more business at a fair profit. The sales helps include copies of advertisements in popular magazines, trade papers, specification data book for architects, estimate blanks and proposal forms, flashing window display, window sign, folders and electros for newspaper advertising. In fact, every available help has been given by the company to make the plan go over big.

**Beaver Machine & Tool Company,** Newark, N. J.—new catalog giving Beaver line of wiring conveniences.

## Electric Refrigeration in the Tropics



In this tropical setting, the electric refrigerator gets passers-by to stop and look; first, because the South Seas are always irresistible and second, because electric refrigeration is now of interest to everyone. The material for this display,—the six signs, the full-color background,

mounted on heavy cardboard, and even the shells may be obtained from Rice Products, Inc., 100 East Forty-second Street, New York City, as part of its "sales help" program. The artificial grass, the palms and the sand can be obtained for a reasonable outlay.



### What to Put Into Your Windows

Not only "attention-value" must be incorporated in any window display but "sales-value" as well. It is impossible to say which element is more important. Both are needed to inspire sales.

As pointed out by the National Lamp Works in its new booklet on window displays, "Buyers' Eyes," here are the qualities a successful window should embrace.

"Attention-value" commands light—proper light, without reflection or glare; life—for instance, such as a display of rabbits at Easter time, to create a personal appeal; next to life, motion—obtained through lighting stunts, mechanical displays, toys, etc.; color—chosen to set off displayed articles to best advantage; arrangement of goods—unusual arrangement attracts attention, such as electrical sockets and separable plugs stuck together to form a horse, lamp cartons to form a train or machine, etc.

Included in the "sales-value" feature are: Advertised goods of known quality, displayed to tie in with the manufacturer's advertising medium; unity—meaning a careful arrangement of one line of goods as contrasted with a haphazard showing of a dozen. Or, if several different articles must go into the window, a separation of the window is recommended. Arrangement

—through balance and composition of the articles into pleasing groups; timeliness—tying in the display with holiday seasons, conventions, anniversaries, civic events, etc.; change of displays. Change windows regularly and get people into the habit of expecting something new each week.

"Buyers' Eyes" contains several suggested window displays and tells in detail about the National Mazda Lamp monthly service to dealers through which the dealer is supplied regularly with new window display material including suggestions for its use.

**Eastern Laboratories, Inc.**, 225 East Thirty-eighth Street, New York City—window poster to help stimulate violet ray business in the summer time. Also envelope stuffers, imprinted with jobber's or dealer's name, direct mail pieces and other printed matter.

**American Heater Company**, Detroit, Mich.—large, easel-back window cards, folders and other printed matter on "American Beauty" iron and soldering iron.

**Iron Mountain Company**, 939 East Ninety-fifth Street, Chicago, Ill.—portfolio telling the retail story of refrigeration to the prospect, also recipe book, "The New Art in Ice Foods" and several small envelope stuffers, window display cards, direct-mail folders and other printed matter.

**Rice Products, Inc.**, 100 East Forty-second Street, New York City—"Modern Retailing Success" and window display service, printed matter and newspaper electros.

**Electro-Magnetic Tool Company**, Cicero, Ill.—picture puzzle, sawed into

odd shapes by "Speedway" saw. Heavy composition plates with pictures of different subjects are provided which the dealer can have sawed into puzzle part in his own window, thereby providing good publicity for "Speedway" equipment.

**Malleable Iron Range Company**, Beaver Dam, Wis.—cooking chart, cook books, booklet, "If You Were Building a New Home Today," "The Secret of the Successful Hostess" and other folders, envelope stuffers and mailing pieces.

**F. W. Wakefield Brass Company**, Vermilion, Ohio—new photographic data sheet on the "Red Spot Attachette" bracket light and the new shield shade design for it. The data sheet contains new prices on the "Attachette" and announces a new and lower-priced display assortment. It also carries full data on the shields.

**The Acme Lighting Fixture Company**, with factory and showrooms at 107-109 West Thirteenth Street, New York City, has issued a new catalog, No. 27, on its various lines of fixtures. Included in these lines are fixtures for residences, apartment buildings, commercial lighting units and lanterns for outdoor use. The new catalog is available upon request.

**The P. A. Geier Company**, Cleveland, has prepared an attractive four-color cut-out on the "Royal" vibrator and one on the hair dryer. "When these appliances are taken out of the dark corner of the show case and given a little prominence, the result invariably is a steady movement of the merchandise," says James L. Mahon, merchandising manager of the company, "and when such display is backed up with an attractive poster or card carrying a few words of sales suggestion the turn-over exceeds that of many items which require sales effort by the dealer."

**Century Electric Company**, St. Louis, Mo.—fan and ventilating literature, including folders, stuffers and other printed matter, as well as large window pasters, blue with green border.

**Emerson Electric Manufacturing Company**, 2018 Washington Avenue, St. Louis, Mo.—moving fan display, metal sign in green, black and gold, cut-outs, folders and printed matter, movie slides, blotters, newspaper electros and sales manual.

**The Novelty Lighting Corporation**, Cleveland, Ohio, formerly the Novelty Lamp & Shade Company, has recently issued its new catalog No. 43, one of the largest catalogs of its kind ever issued.

**Edwards & Company, Inc.**, 140th and Exterior Streets, New York City, has a new catalog, No. 10. The catalog is complete in every way, giving price information, weights, voltages and all other detailed assistance required by the jobber and contractor to select required material for a job.

### "Take It Home and Try It"

The most convincing sales talk, the Simplex Electric Heating Company, Cambridge, Mass., believes, is the "money-back" guarantee. To back up this belief the company has put into operation a plan providing for

a two-weeks' trial of the iron, after which the customer's money will be refunded if she is not satisfied with her purchase. This offer is convincingly made in the new 7-piece cut-out window display illustrated.

# News of the Electrical Trade

## Commonwealth Edison Co. Receives Coffin Award

Ninety-four per cent of all the homes in Chicago, the second largest city in America, now use electricity. This achievement in a city of 3,000,000 population was one of the outstanding accomplishments of the Commonwealth Edison Company during the past year and one of the reasons for which it was awarded the Charles A. Coffin Foundation gold medal, the most coveted honor to be granted electric light and power companies of the United States.

The presentation was made on the evening of May 19 to Samuel Insull, president of the Commonwealth Edison Company, by J. E. Davidson, president of the National Electric Light Association, before several thousand delegates representing practically every public utility company in the country here attending the annual N.E.L.A. convention.

With the medal and certificate of award, a check for \$1,000 was presented to Mr. Insull to be given to his company's employees' benefit association. The Commonwealth Edison Company serves but one community direct, the city of Chicago. At the end of 1925, the company had a total of 811,000 customers, an increase of 7.4 per cent over the preceding year, and for the year the amount of energy sold reached the imposing total of 2½ billion kilowatt-hours, a gain of 12.8 per cent. Much of this gain may be attributed to the success which attended unusual efforts to popularize and introduce domestic appliances, and to campaigns for better lighting. Of the 720,000 homes in the city, 679,500 now use electricity and the average consumption per resident customer for the year was 494 kilowatt-hours.

To better guide its policies with respect to public relations, the company made a detailed survey of a sufficient number of customers to secure a real measure of the attitude of the public toward it. As a result, a comprehensive training program for all "contact" employees was inaugurated. This has raised the standard of employee performance and has resulted in even better public relations.

Facilities were provided for the development of employees along many lines. One of the most valuable of these was a system devised by the industrial relations department, which is used to "place the right man in the right job" and to make equitable wage adjustments and promotions.

This is the fourth annual award of the Coffin medal to a public utility. The first went to the Southern California Edison Company, the second to the Public Service Company of Northern Illinois, and the third to the Consumers Power Company, Jackson, Michigan. The Charles A. Coffin Foundation was established in 1922 by the General Electric Company.

*Electrical Merchandising, June, 1926*

## Conventions Coming

ELECTRICAL SUPPLY JOBBERS' ASSOCIATION, Hot Springs, Va., June 1-5.

ASSOCIATED MANUFACTURERS OF ELECTRICAL SUPPLIES, Hot Springs, Va., June 7-11.

NORTH CENTRAL ELECTRIC ASSOCIATION, St. Paul, Minn., June 8-10.

PACIFIC COAST ELECTRIC ASSOCIATION, Los Angeles, Calif., June 8-11.

NORTH WEST ELECTRIC LIGHT & POWER ASSOCIATION, Spokane, Wash., June 16-19.

MICHIGAN SECTION N.E.L.A., Mackinac Island, Mich., June 24-26.

NATIONAL COUNCIL LIGHTING FIXTURE MANUFACTURERS, Montreal, Canada, June 24-26.

ASSOCIATION ELECTRAGISTS INTERNATIONAL, Cedar Point on Lake Erie, August 24-27.

## Prizes Awarded at N.E.L.A. Convention

One of the big events of the convention of the National Electric Light Association at Atlantic City during the past week was the awarding of prizes to the organizations and geographic chairmen carrying off the honors in the recent national industrial lighting activity.

On Wednesday, before the assembled multitude, Mr. Joseph T. Becker, of the United Electric Light & Power Company, New York, Chairman of the Executive Committee of the Industrial Lighting Committee, of the National Electric Light Association, announced the winners and awarded prizes as follows:

**First Prize, \$2,500.00:** The Edison Electric Illuminating Company of Boston.

**Second Prize, \$1,500.00:** Chicago Industrial Lighting Committee.

**Third Prize, \$1,000.00:** Cincinnati Electric Club.

**Individual Geographic Chairmen:** First Prize, \$250.00, H. W. Derry, Union Gas & Electric Company, Cincinnati, Ohio; Second Prize, \$150.00, J. Daniels, The Edison Electric Illumination Company of Boston, Mass.; Third Prize, \$100.00, A. M. Frost, San Joaquin Light & Power Company, Fresno, Calif.

## Judges Award Prizes in National Lamp Contest

More than 11,000 merchants were registered in the contest which was conducted by the National Lamp Works, Cleveland. The contest extended over a period of two months from February 1 to March 31 inclusive.

Thirty prizes in all were awarded. The first prize which was a 1926 Ford roadster, was given to the Dawson Hardware Company of Kansas City, Missouri. The second prize was a new Orthophonic Victrola. This was won by J. R. Bush of Sackets Harbor, N. Y. The third prize was a set of sterling silver tableware and this was awarded to Budd's Electric Store at Adrian, Michigan. Single choices were offered to the first three prize winners whereas the winners numbering from four to twelve inclusive were given the choice of two prizes. The contestants who ranked from thirteen to thirty were each given five dollars in cash.

### Contest Judges

The judges of the contest were: Frank E. Watts, Editor of *Electrical Goods*, O. H. Caldwell, Editor *Electrical Merchandising*, and J. E. North, President of the Cleveland Electrical League.

## Red Seal Licenses for Seven More Cities

That the Red Seal plan gathers momentum is indicated by the latest progress report from the Society for Electrical Development which shows seven licenses granted in thirty days, as follows:

	Date of License	License Serial
Amsterdam, N. Y., Electrical League	3/10/26	V
Schenectady, N. Y., Electrical League	3/10/26	W
Electrical League of the Tri-Cities, Davenport, Iowa, Moline and Rock Island, Ill.	3/11/26	X
Electrical League of Milwaukee, Wisc.	3/12/26	Y
Saratoga-Ballston, N. Y., Electrical League	3/20/26	Z
The Kansas City, Mo., Electric Club	3/20/26	2A
The Electrical League of Toledo, Ohio	4/9/26	2B

## Los Angeles, 406 Kw.-Hr. Annually, at 5.6c. Rate

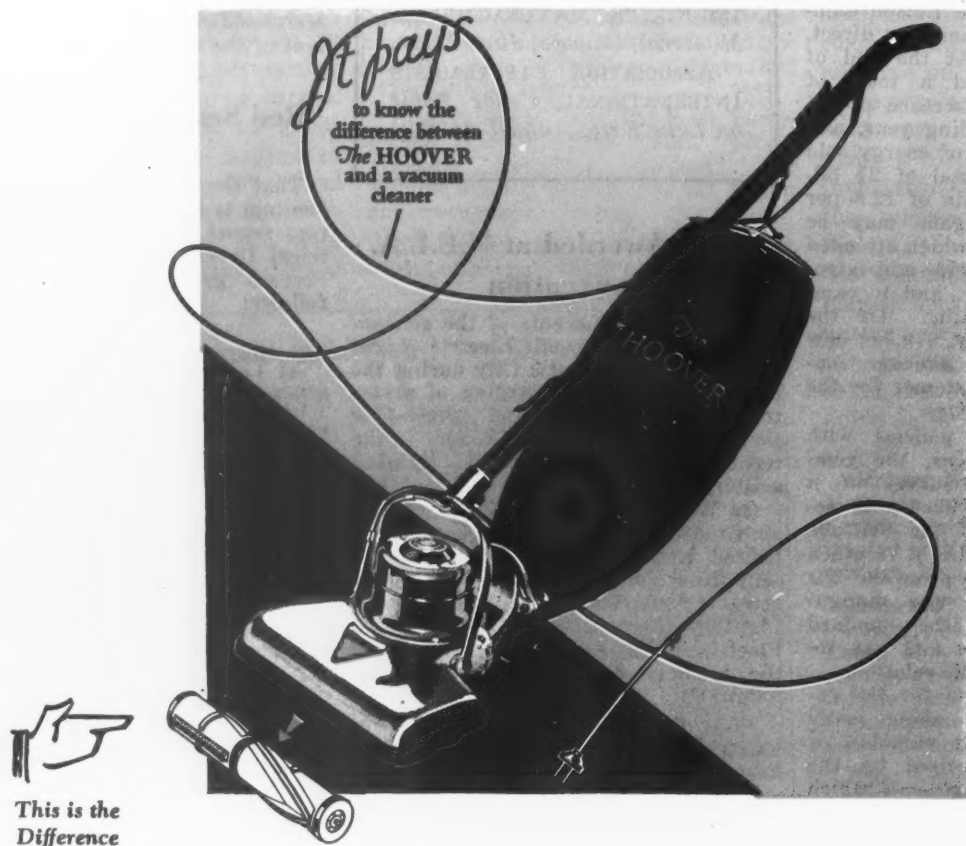
Carl K. Chapin of the Bureau of Power and Light of the City of Los Angeles calls attention to an error in the figures on annual residence consumption and average residence rate for Los Angeles, as presented in the March issue of *Electrical Merchandising*. The corrected figures, as given by Mr. Chapin, are as follows:

Population	1,100,000
Residence consumers	310,814
Average yearly consumption in kw.-hr.	406
Average residence rate, in cents	5.6
Average yearly residence bill	\$22.80



**W**HAT you thought about electric cleaners last year is old-fashioned now. If you know about "Positive Agitation" you know why.

THE HOOVER COMPANY, NORTH CANTON, OHIO  
*The oldest and largest maker of electric cleaners*  
The Hoover is also made in Canada, at Hamilton, Ontario



### T. E. Spence Appointed Sales Manager of Coldak

An important position in the iceless refrigeration field has recently been filled with the appointment of Thomas E. Spence of New York City as general sales manager of the Coldak Corporation, manufacturers of Coldak electric refrigerators, which a short time ago opened national executive and sales offices at 8 West Fortieth Street, New York. Mr. Spence was selected for the place by The J. G. White Management Corporation, which manages Coldak. As general sales manager he will direct sales of Coldak machines for stores and apartment houses as well as for individual dwellings.

Mr. Spence began his commercial career, after being graduated from college, with the American Gas Company of Philadelphia. His most recent position was vice-president and general sales manager of the Electrolux Company. At Coldak he will have full charge of carrying out sales policies, and will be in active control of all branches and distributors.

With the establishing of its new executive officers, Coldak announces plans for the completion of a national selling organization and a newspaper and magazine advertising campaign.

### Fixture Council to Meet at Montreal

The National Council Lighting Fixture Manufacturers, Cleveland, Ohio, announces Montreal, Canada as the location of its Mid-Summer Convention. The dates are June 24 to 26. Among the matters to come before the convention are:

1. The presentation and consideration of the new proposed co-operative four-year program for the future activities of the Association, based on the trade survey of the industry made by G. P. Rogers.
2. Approval of new by-laws and new name for the National Council.
3. Approval of code of ethics and fair trade practices.

### Illuminating Engineering Society 1926 Convention at Spring Lake, N. J.

The Twentieth Annual Convention of the Illuminating Engineering Society will be held at Spring Lake, N. J., from Sept. 7-10, inclusive, with headquarters at the Essex and Sussex Hotel.

A well-rounded papers program is being prepared with special features showing the developments in specific fields which have taken place during the twenty years of existence of the Society.

The H. G. Weeks Manufacturing Company, Hamilton, Ohio, announces that R. C. W. Libbey has been appointed as district sales manager with headquarters at Cleveland. Mr. Libbey has been identified with the electric range business for over twenty years.

The Waage Electric Company, 5100 West Ravenswood Avenue, Chicago, Ill., has appointed C. R. Wood and E. R. Fiske to suc-

ceed former district sales manager Roy Silverman, who has resigned.

Ross W. Cryder, who recently joined the General Engineering & Management Corporation, has been assigned to the Florida Power Corporation as general manager with headquarters at Dunnellon.

Edward W. Weller, formerly with the General Electric Company, has become associated with the Eureka Tool and Machine Company, Newark, N. J., manufacturers of electrical and mechanical specialties.

A. Wilson, formerly salesman for the Gas and Electric Appliance Company, Cincinnati, O., has been promoted to the office of manager of the wiring devices department.

The Reynolds Spring Company, Jackson, Mich., is announcing the appointment of R. R. Macy as district manager of the New York territory, with offices at 420 Frelinghuysen Avenue, Newark, N. J. Other appointments include Edward F. Meyers as manager of the central division, Chicago territory, with offices at 140 South Dearborn Street; H. B. Parke, manager of the Pittsburgh district, 305 Seventh Avenue; Charles N. Wiltbank and Charles Fryburg as Philadelphia territory representatives, with offices at 353 North Fourth Street; E. T. Gunther as manager for the Dallas district, with offices in the Santa Fe Building; and O. T. Jenkins as manager of the Kansas City district.

P. S. Klees has joined the organization of the Eric Malleable Iron Company, Kondu Division as district manager for New York and Boston, with headquarters at 50 Church Street, New York; and 161 Devonshire Street, Boston.

Trico Fuse Manufacturing Company, Milwaukee, has made many changes in its plant. The Electrical Testing Laboratory has been enlarged and rebuilt with latest and best equipment installed. The offices have also been enlarged and in the factory new lighting equipment has been installed and production facilities considerably increased. The sales organization has been increased by the appointment of Herbert E. Hartstein, eastern sales manager, Philip Rypinski, central sales manager, and Fred C. Geiler, western sales manager.

### Minneapolis League Elects Officers

At a recent meeting of the Electric League of Minneapolis, the following officers were elected.

President, W. H. Vilett; first vice-president, John S. Hogan; second vice-president, Harry S. Nebelthau; treasurer, V. A. Wolcott; secretary, Harry S. Davis.

Chairmen of the Standing Committees: Finance, V. A. Wolcott; Development, H. E. Young; Membership, Ben B. Moore; Attendance, O. E. Stuefer.

Shafer Greenburg, for several years division representative for Landers, Frary, and Clark in that company's motor appliance division, is now representing the Hart-Parr Company of Charles City, Iowa, in the entire New England territory.

The Rockford Metal Specialty Company has placed Meade Durbow in charge of the advertising and sales departments. This appointment is coincident with the beginning of an advertising and sales campaign which will feature steel conduit bushings and sewing machine lamps. Distribution is through electrical supply jobbers exclusively.

Clarence L. Law, assistant to the vice-president in charge of commercial relations of the New York Edison Company, has been made an Officer de l'Instruction Publique by the French government. This decoration was bestowed on Mr. Law as a fitting recognition of his work in behalf of the exposition of household appliances and labor-saving devices held in the Grand Palais in Paris during February.

The Zeller Manufacturing Company, makers of Zellac lacquers and enamels, formerly located at 342 Madison Avenue, New York City, has purchased and moved into a six-story office building 20 East Forty-ninth Street.

### Electrical Home Ready When Philadelphia "Sesqui" Exposition Opens



With the inauguration of the Sesqui-centennial Exposition at Philadelphia, the first of this month, the model Electrical Home erected under the auspices of the Electric Club of Philadelphia will be ready for visitors, having been completed in fast time since the breaking of ground April 22 by President Wal-

ter H. Johnson of the Philadelphia Electric Company as here pictured. Members of the Electric Club and local electrical interests have defrayed the cost of this National Home Electric in order to carry the electrical message to the millions who are expected to attend the Exposition.



### Electrical Women's Round Table Discusses Advertising and Publicity

As hostess of the May dinner meeting of the Electrical Women's Round Table, Janet MacRorie of the advertising department, Public Service Electric & Gas Company, Newark, N. J., provided her guests with a delightful program on the subject of advertising and publicity work in the electrical field. Miss MacRorie introduced as speaker of the evening, Frank D. Pembleton of the Public Service Electric & Gas Company, who spoke on advertising and publicity. A. K. Baylor, of the General Electric Company and Willard Hall, of the Lamson Company, were also guests of the evening.

### Where to Buy the Lamps Shown on Pages 6328-6329

Page 6328

Bush Terminal Sales Building, Art & Gift Division, 130 West Forty-second Street, New York City, Early American copper-finished lamp and chateau-decorated shade—top left of page.

Lightolier Company, 569 Broadway, New York City, Spanish-type floor lamp. Mary Ryan, 225 Fifth Avenue, New York City, Spanish pitcher.

Louis Bierfeld Company, 1420 South Halsted Street, Chicago, Venetian mirror.

A. J. Lindeman & Hoverson Company, Milwaukee, Wis., waffle iron.

Manning, Bowman Company, Meriden, Conn., percolator set.

Bush Terminal Sales Building, Art & Gift Division, 130 West Forty-second Street, New York City, putty-colored pottery pitcher and large table lamp at bottom left of page also shell boudoir lamp in same picture.

Neuwirth, Robinson & Goldman, 33 East Eighteenth Street, New York City, bridge lamp in center picture.

George H. Donovan, 200 Fifth Avenue, New York City, pottery lamp with Grecian-figure shade at bottom left of page.

Lazarus & Rosenfeld, 98 Fifth Avenue, New York City, bisque dancing-figures lamp base in bottom left-hand picture.

Sun Glo Studios, 54 West Twenty-first Street, New York City—Dresden Lady shade on bisque lamp.

The Haven Company, 666 Lake Shore Drive, Chicago, Ill., table lamp and table at bottom right.

Page 6329

Frankart, Inc., 225 Fifth Avenue, New York City—table aquarium

Arglomaco, Inc., 114 East Twenty-third Street, New York City—floor lamp at right of page.

Art Colony Industries, 34 Union Square, New York City—cocktail set.

The Sydenham Studio, 2224 Locust Street, Philadelphia, Pa., lamps and shades in large picture, including shade with hunting scene decoration.

Art Lamp Manufacturing Company, 1433 South Wabash Avenue, Chicago, Ill., floor lamp at bottom left.

Rindsberger Manufacturing Corporation, 18 East Twenty-fourth Street, Chicago, three lamps at bottom right.

### New Westinghouse Appointments

According to an announcement by E. D. Kilburn, vice-president and general sales manager, J. McA. Duncan, for fourteen years Pittsburgh district manager, has been promoted to assistant general sales manager of the Westinghouse Electric and Manufacturing Company. W. R. Marshall, formerly branch manager of Buffalo has been selected to assume the duties of Pittsburgh District Manager. These appointments are effective May first.

In addition to these appointments, H. F. Boe, formerly industrial division manager at Buffalo, has been promoted to branch manager, of that office, and R. L. Kimber to industrial division manager. W. F. Barnes is appointed branch manager.

### Other Appointments

The following appointments have been made by T. J. Pace, recently appointed director of sales:

Supervisor of development, T. A. McDowell; supervisor of costs, W. C. Koehler; supervisor mixed apparatus negotiations, C. F. Lloyd; chief clerk, M. H. Scott; motor apparatus, O. F. Stroman, manager; generating apparatus, H. W. Smith; traction apparatus, A. J. Manson; switchgear apparatus, R. A. Neal; distribution apparatus, G. A. Swain.

Arthur E. Allen has been elected a vice-president of the Westinghouse Lamp Company and a member of the board of directors, to replace T. G. Whaling, who died recently. Mr. Allen was general manager of the Westinghouse Lamp Company. Although Mr. Allen has been with the Westinghouse Lamp Company but a short time, having been appointed general manager last April, he has a long record of progress with the Westinghouse interests. Mr. Allen, is a native of Toronto, Canada, and entered the employ of the Westinghouse company at the Newark Works in 1902, subsequently being placed in charge of the test department. Later he became manager of the supply department of the New York sales offices, then executive assistant to the manager, then manager of the New York district sales office, and later general manager of the Westinghouse Lamp Company.

R. B. Frey has resigned as sales manager for the Central Iowa Power & Light Company with headquarters at Waterloo and Cedar Falls. Mr. Frey was formerly merchandise manager for the Merchants Heating & Lighting Company of Indianapolis, Ind. Mr. Frey's development of a system of selling appliances house to house by utilizing the regular company meter readers has attracted wide attention in the industry. His present mail address is LaGrange, Ill.

The Tork Company has moved its offices which now occupy the entire fourteenth floor of a new building at Twelve East 41st Street, New York City.

The Timken Roller Bearing Service and Sales Company announces that the Baltimore, Md., branch was closed May 1. The service requirements of customers in this territory will be supplied through the Richmond, Pittsburgh and Philadelphia Branches. S. F. Rose, formerly assistant branch manager of the Chicago branch has been appointed branch manager of Cincinnati, and H. C. Sauer, former assistant branch manager of Cleveland, has been appointed manager of the Detroit branch.

The Eastern Service Company, of 131 State Street, Boston, announces the extension of its services into the electrical appliance field. E. J. Cooney, well-known throughout New England, has been made sales manager of the electric division. All of the larger appliances will be handled, including electrical refrigerators. In conjunction with The L. B. Michaels Company of Pittsburgh, Penn., a campaign to sell and install kitchen units, will be carried on for lighting companies.

### Graybar to Open Three New Branches

The Graybar Electric Company announce the proposed opening of three additional branches located at Reading, Pa., Dayton, Ohio, and Hartford, Conn. This will make fifty-eight distributing branches throughout the country.

This company also announces the appointment of George F. Hessler as general Utilities Sales manager. Previous to his new appointment, Mr. Hessler held the position of manager of the Line Material sales department.

### Tafel Electric Co. Opens Branch at Chattanooga

The Tafel Electric Company, 329 West Main Street, Louisville, Ky., announces the opening of a new branch house at 616 Broad Street, Chattanooga, Tennessee. Sidney Steinan, well known in the jobbing business, is in charge of the new branch. The company also announces that Carl Narz, formerly its Tennessee representative, has been promoted to a department manager.

The Johns-Pratt Company of Hartford, Conn., announce that at a recent meeting of the directors, Dwight H. Phelps was elected vice president in charge of sales. For many years Mr. Phelps has been sales manager of the Colts Patent Fire-arms Manufacturing Company of which The Johns-Pratt Company is an important division.

Stanley and Patterson, of New York City, announces the opening of its new building at 150 Varick Street. The new building contains 250,000 square feet of floor space, making an up-to-date manufacturing plant equipped with attractive show rooms.

The Albert Wahle Company announces that it has removed its offices from 224 Fifth Ave., N. Y. C., to the new factory building located at Metropolitan and Morgan Avenues, Brooklyn, N. Y.

The Prachar Manufacturing Company of Cleveland, Ohio, announces the removal of its offices and factory to 18222 Oakview Road.

The Krich Light and Electric Company and Radio Distributing Corporation announces the opening of a branch office and warehouse at 226-228 South Warren Street, Trenton, N. J., under the management of Ogden Williams.

The Circle F Mfg. Co., of Trenton, N. J. announces that The Hilday Company, Room 5-107 General Motors Building, Detroit, Michigan will be its representative in the entire state of Michigan.

Arthur Harrison & Company of Chicago announces that it is now located at 561 West Washington Boulevard.

Sho-Lite, Inc., 141 Merrimac Street, Boston, Mass. announces that effective May first, the distribution of Sho-Lite will be handled exclusively by them through authorized distributors and jobbers.

The Hydro-Electric Manufacturing Company of Milwaukee, Wisconsin, announces that it is moving its factory and General Office to 1613 Humbolt Ave.

The Public Service Company of Colorado has opened a complete radio sales department. This department has been placed under the direction of James Eakins, formerly one of the commercial representatives.

The W. G. Shelton Company, Sixteenth and Lucas Streets, St. Louis, Mo., has been organized by W. G. Shelton, formerly of the Shelton Electric Company of Long Island City, N. Y., manufacturers of Violet Ray Apparatus, vibrators, etc.

The Bosworth Electric Company Main and Lexington Avenues, Cincinnati, Ohio, announces the appointment of Joseph Gerl, as General Sales Manager. Mr. Gerl will have charge of the marketing and distributing of all the Bosworth products.

# Electrical Merchandising

The Business Magazine of the Electrical Trade

*A Million of Us are  
Selling* **THORS**



**THOR Cylinder Washer**

*More In Use Than Any Other Make*

**THOR Folding Ironer**

*Fastest Selling Ironer Made*

**T**HOR is backed by (1) the word-of-mouth advertising of over a million satisfied users, (2) a twenty-year record for quality, and (3) powerful advertising in The Saturday Evening Post, Good

Housekeeping and leading newspapers. Successful house-to-house salesmen and dealers are invited to send for an extremely interesting and profitable sales proposition.

ELECTRIC HOUSEHOLD UTILITIES CORP. • 600 W. JACKSON BLVD., CHICAGO, ILL.

(Formerly Hurley Maching Co.)

NEW YORK

BOSTON

SAN FRANCISCO

TORONTO, CANADA

LONDON, ENGLAND



# *Now—refrigerator profits for jobbers and dealers*

**Socold Compressor has no revolving crankshaft, consequently no gas leak is ever experienced from its seal, hence service calls are reduced to a minimum.**

See  
Our Representative  
at  
"The Homestead"  
Hot Springs—June 2, 3, 4.  
(Electrical Supply Jobbers Assn.  
Convention)

Jobbers and dealers now have an opportunity to profit by the present public interest in electric refrigeration for the home, by distributing and selling Socold Refrigerators.

The Socold sales policy is based upon jobber-to-dealer distribution and not only offers both factors liberal profit-margins but real co-operation in selling as well.

The simplicity of the Socold principle of refrigeration, the mechanical features that save profit loss by cutting servicing to the minimum, will be a revelation.

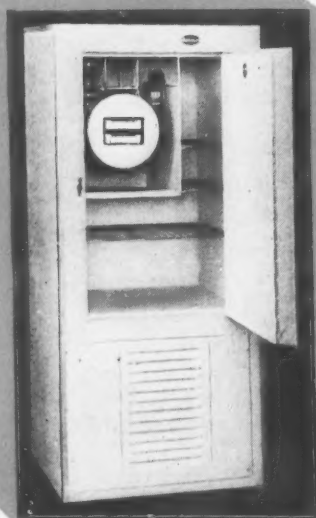
Write or telegraph now for the Socold proposition. See how it will help you to increased profits, and why it really means a new and better selling deal for everybody concerned.

**Socold Refrigerating Corp.**  
**437-438 Park Sq. Bldg., Boston, Mass.**

Eastern Distributors—Pettingell-Andrews Co., Boston. Robertson Cataract Co., Buffalo.  
E. B. Latham Company, New York.

# Socold

Steel Cabinets



**Jobbers**—Let us tell you about the Socold franchise.

**Dealers**—Wide-awake dealers are profiting by the Socold opportunity. Ask us about our Jobber-Dealer Cooperative Sales Plan.

**Central Stations**—You can recommend Socold to your customers. Let us tell you about our company and how carefully we build Socold Electric Refrigerators.

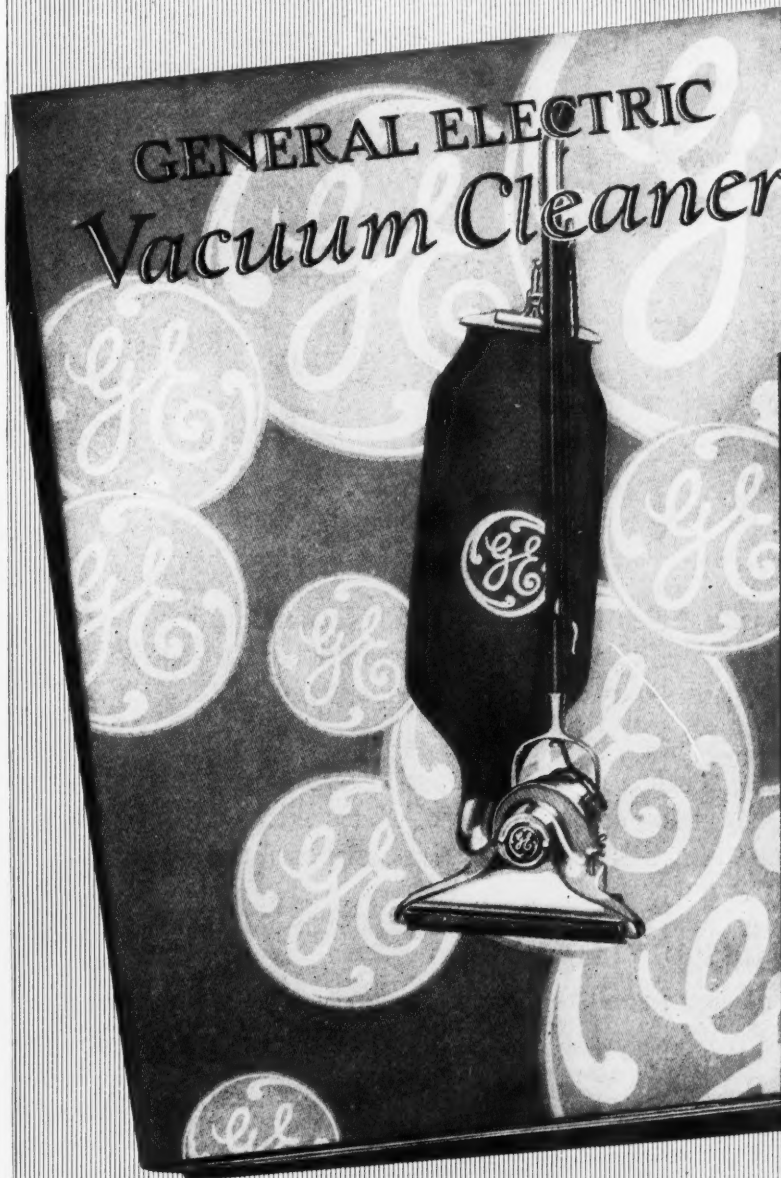
General Electric Company  
Merchandise Department  
Bridgeport, Conn.

*You may send me the whole story  
of the G-E Cleaner.*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

BUSINESS \_\_\_\_\_



This booklet tells you all  
you need to know about  
the new G-E CLEANER

... but let us tell you just this word  
more. The G-E Cleaner will not com-  
pete with any cleaner you may now  
be selling. It is in a class by itself—  
and will create a new and vastly profit-  
able block of sales.

The woman who never bought a  
vacuum cleaner because she wanted  
only the best and couldn't afford to  
pay \$70. for it, will now buy this \$49.  
cleaner because it bears the name of  
General Electric. She knows that the  
G-E mark has always meant quality  
—and that it always will.

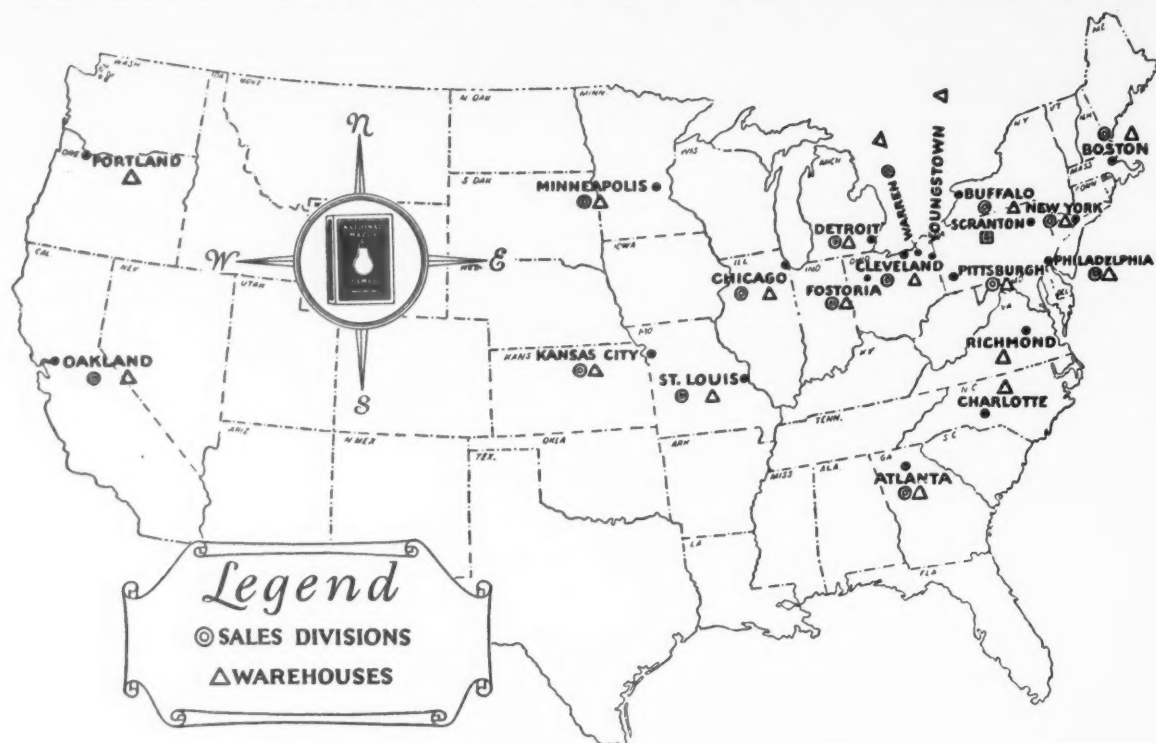
Tear out the coupon, send it in. It  
may be your first simple step to a  
really big business venture.

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY    MERCHANDISE DEPARTMENT    BRIDGEPORT, CONNECTICUT



# READY and EAGER to SERVE



**W**HEREVER you are there is a Sales Division of the National Lamp Works ready to serve you. These Sales Divisions are prepared to give individual service, personal attention — are always ready and eager to assist in building your lighting business.

Each Sales Division has back of it the services of the Research Laboratories of General Electric Company, and Nela Park, the "University of Light". Because of this organization every agent of National MAZDA lamps is assured of the best possible cooperation, service and personal attention.

## SALES DIVISIONS

Allegheny Lamp Division  
Pittsburgh

Atlantic Lamp Division  
New York

Buckeye Electric Division  
Cleveland

Continental Lamp Division  
Philadelphia

Empire Lamp Division  
Buffalo

Federal Lamp Division  
Chicago

Federal Lamp Division  
New York

Fostoria Lamp Division  
Fostoria, O.

Michigan Lamp Division  
Detroit

Midland Lamp Division  
Chicago

Mississippi Valley Lamp Division  
St. Louis

New England Lamp Division  
Boston

Northern Lamp Division  
Minneapolis



Pacific Lamp Division  
Oakland, Calif.

Southern Lamp Division  
Atlanta

Southwestern Lamp Division  
Kansas City

Sterling Lamp Division  
Warren, O.

Sunbeam Incandescent Lamp Division  
Chicago


**NATIONAL**
  
**MAZDA LAMPS**  
 A GENERAL ELECTRIC PRODUCT

# IMPROVEMENTS

Necessity is the mother of invention but science nourishes improvement. The urge of population caused new methods of transportation and communication, of sanitation, light and heat.

Today your customer knows that he can buy a reliable incandescent lamp. He is not a scientist—probably he will ask for nothing better. Yet serviceable as it is, that lamp has been *improved*—not from necessity but by *constant research*.

Improvements must be shown to be sold. The advantages of the new standard line of Edison MAZDA Lamps are easily demonstrated. Keep them on display.



**EDISON MAZDA LAMPS**  
A GENERAL ELECTRIC PRODUCT





The Graybar  
quality tag—  
under which  
60,000 electri-  
cal supplies  
are shipped.

## The Light in the Window

**A** BEACON in the night, a signal of safety and welcome! Home seems all the cozier where Sunbeam MAZDA lamps shed their soft, clear light.

For MAZDA lamps and everything electrical look to Graybar as the logical source of quality supplies for

office, factory, store and home.

The tag above identifies more than 60,000 electrical products distributed the country over by Graybar Electric—successor to Western Electric Supply Department in name and in a half century's experience.

Put a light in your window, too—to attract more sales. Let the light take the form of this painting, beautifully reproduced in its original full colors on a 25x38 hanger. Write to our nearby distributing house or address Executive Offices, 100 E. 42nd St., New York.

(This advertisement is one of a series running in full color in the Saturday Evening Post and in black and white in a number of other national publications.)



# 4 PROFITS

## *The Year 'Round*

Through the Greater Popularity of "American Flyers"

- 1st Profit** The liberal profit you enjoy through year 'round sales brought in by our extensive national and local advertising is just your first profit.
- 2nd Profit** After every boy gets his American FLYER he keeps right on wanting all the accessories. Thus continual profitable business comes in throughout the year.
- 3rd Profit** The amazing attention-getting ability of "American Flyer" displays increase sales on all your merchandise. Even concerns not selling toys—banks, jewelers, etc.,—use "American Flyer" displays as their finest attention focusers.
- 4th Profit** The entire family's respect for your good judgment in quality merchandise is won through the reliable, guaranteed, high quality of "American Flyer" merchandise. That builds an ever-growing profitable business on all your merchandise.

*We are noted for our rapid service and quick deliveries at all times.*

*The big, four-color catalog shows all the various models of the profitable "American Flyer" Line. May we send it to you?*

**AMERICAN FLYER MFG. CO., 2219 S. Halsted St., Chicago, Ill.**

New York Office—  
Fifth Avenue Bldg.

Western Sales Office—  
660 Mission St., San Francisco, Cal.





Also makers of TUEC  
Stationary and Truck  
Type cleaners, TUEC  
Swimming Pool Cleaners,  
and WAXPOL Floor  
Waxer and Polisher.

**The  
United Electric  
Canton,  
In Canada**

# Pretty

The dealer who sells Ohio and Gem is sitting pretty.

Ohio affords the quality and sales points that please the most discriminating quality buyers. It combines the best points of all other cleaners with many not found in any other. Gets a higher percentage of the dirt, operates with exceptional ease and *lasts*.

The Gem is a quality cleaner for the price buyer. It gives maximum value, maximum cleaning power and maximum service for the money.

Discounts on both are of the kind that fatten profits.

If you aren't selling these cleaners—if you aren't sitting pretty—let us tell you the whole story. A note will bring it. Write it today.

## OHIO



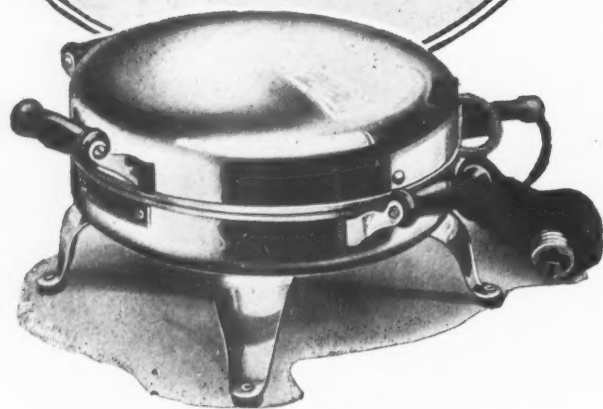
## GEM



**Company**  
Ohio  
at Toronto



# Merchandise the right appliances for that bigger load



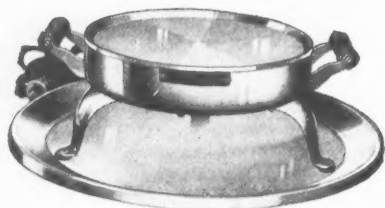
Rimco Waffle Mold No. 88-A

Rimco Electrical Appliances are outstanding in beauty of design, correctness of construction and service value.

This organization offers to Central Stations an ideal source of supply for the quality of electrical merchandise that helps greatly in obtaining proper distribution of electrical appliances in homes now wired.

Rimco Electrical Appliances on your lines will prove of value in furthering the use of current.

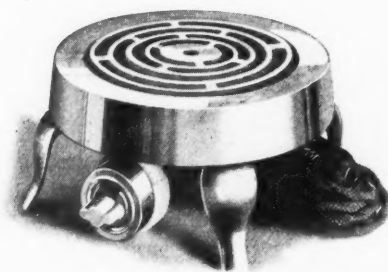
Why not get the complete Rimco story now—have your merchandising departments find out why they can profitably tie-up with Rimco.



Rimco Grid No. 188-A



Rimco Poacher No. 54-A




Rimco Disc Stove No. 54-A

**ROCK ISLAND MFG. CO.**  
ROCK ISLAND, ILL.

New York: 113 Chambers Street  
Chicago: 180 N. Market Street

Look under the Hood for the Chromalox units!



**AMERICAN IRONING MACHINE CO.**  
**SIMPLEX IRONER**  
The Best Ironer  
 GENERAL OFFICES  
 100 EAST OHIO STREET AT NICHAN BLVD  
 CHICAGO, U.S.A.

Edwin L. Wiegand  
 20 East Jackson Boulevard  
 Chicago, Illinois

Attention Mr. F. I. Tourtelot.

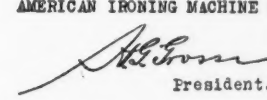
My dear Mr. Tourtelot:

I like to have customers acknowledge and testify to the favorable experiences they have with my product. Similarly, we are ready to acknowledge to the sources of our supply when they contribute to this efficiency as you have with your Chromalox Heating Elements.

After viewing a quantity of discarded elements at the plant I inquired from Mr. Peter and he advises me that since we have been using your elements for the past year, we have not been asked to replace a single unit. This is gratifying to us and should be to you.

You are at liberty to use this at any time you have an occasion to do so.

May 3, 1926

Yours very truly,  
  
 President.

HGC\*EM

# Not a single replacement!



THE American Ironing Machine Co., of Chicago, has yet to replace a heating element in their Simplex Ironers, since adopting Chromalox units. The same unequalled operating record holds true for nearly a dozen other manufacturers whose ironers are equipped with our units.



Not a single replacement! That alone should mean enough to every one concerned — manufacturers, jobbers, retailers—to specify and insist that the heating appliances backed by their name, should be equipped with Chromalox units. It is simply good business.

EDWIN L. WIEGAND CO., 422 FIRST AVENUE, PITTSBURGH, PA.  
 The Canadian Chromalox Co., Ltd., 251 Queen Street East, Toronto, Ontario, Canada. Sole Canadian Licensees.

ELECTRICAL HEATING UNITS FOR EVERY INDUSTRIAL AND COMMERCIAL APPLICATION





It freshens up the complexion,  
—puts new life into tired nerves  
and muscles

Its hot weather appeal  
makes it sell big every  
summer

The refreshing, stimulating effect of the violet ray gives it a strong appeal in hot weather.

Just a few minutes' use will put new life into tired muscles and nerves, will put the freshness of health into the complexion.

More than 2500 Super-Marvel dealers are this month taking advantage of its great summer popularity and are displaying the Super-Marvel in their windows and on their counters.

The Super-Marvel outsells all other violet ray outfits in the electrical trade. It gives the dealer an instrument of highest quality, *complete with 3 electrodes*, at a price that makes it the greatest value in the entire field.

Let us send you full particulars on the Super-Marvel and how electrical dealers and central stations are selling it

*Write for our attractive  
summer window poster.*

Super-  
Marvel  
No. 3

"Laboratory  
built—  
not just  
manufactured"



**SUPER-MARVEL**

**\$12.50**

RETAIL

**EASTERN LABORATORIES INC.**

225-229 EAST 38th STREET

NEW YORK CITY

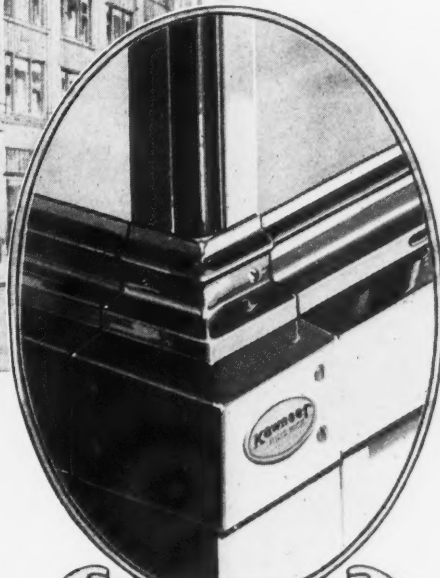


E. B. FUNSTON CO., ARCHT'S.

NELSON &amp; CO., INC., CONTR'S.

# Kawneer

SOLID COPPER  
STORE FRONTS



Look on the sill for the  
Name Kawneer.

## THOUSANDS OF SATISFIED OWNERS

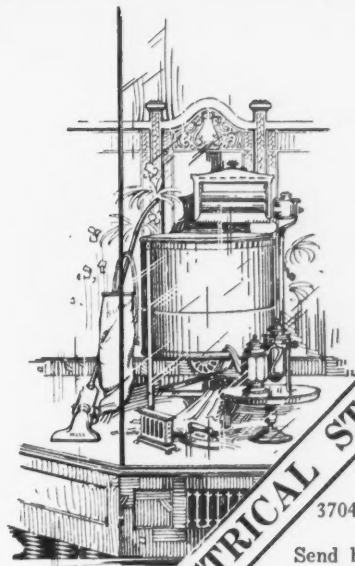
From this safe and original glass setting,  
thousands of beautiful, efficient store  
fronts have been wrought.

**M**ANY times merchants return for their second and third Kawneer installation and say nice things about their former fronts. Architects endorse Kawneer. What greater evidence of a proven product can we offer merchants who are about to remodel their show windows?

Here's what Mr. E. J. Zahn of Racine, Wis., owner of the new building above, writes: "This is the second 'Kawneer' installation since 1918 for Zahn's, so you can see what we think of Kawneer Fronts."

Mr. L. A. Weickgenant of Battle Creek, Mich., writes: "Our old Kawneer gave us such satisfaction that we did not hesitate to decide on another Kawneer when we erected our new building."

The coupon pinned to your letterhead will bring a book showing numerous types of store fronts suitable for your line of business.



**FOR ELECTRICAL STORES**

THE  
KAWNEER  
COMPANY  
3704 N. Front St.  
Niles Mich.

Send book showing  
numerous types of  
fronts for my business.

Name .....

Address .....

City ..... State .....

CONSULT YOUR ARCHITECT



# 5,000,000 WHITE CROSS

## Ads Every Month



*"I bought this Electric Stove for the Summer Cottage, but I'm Using it Every Day!"*

**WHITE-CROSS 2-Burner Electric Range**  
\$6.00

**Now Let Every Home Have Electric Meals! and the Summer Cottage too!**

**2-Burner Electric Stove Only**  
\$6.00

**WHITE-CROSS COMPLETE CABINET RANGE**  
\$29.00

## Telling The Nation's Electric Homes About the "Quality that Never Disappoints"

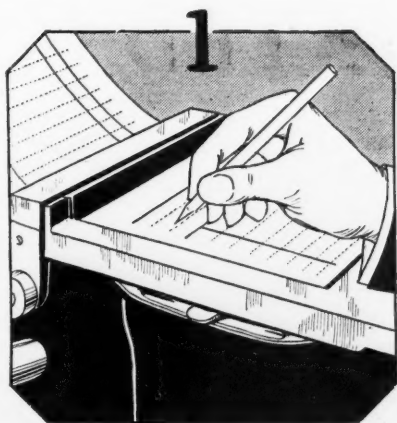
IT is quite natural that White-Cross dealers, throughout the nation, are finding sales continually increasing and profits steadily mounting. An average of five million White-Cross ads are telling electrical appliance buyers every month about White-Cross quality — "Quality That Never Disappoints." Page, half and quarter page announcements in Liberty, Saturday Evening Post, Good Housekeeping and other publications of wide spread circulation are showing housewives the wisdom of seeking out White-Cross dealers.

"Cooking by wire" is becoming more and more of a habit every day in electric homes, so White-Cross advertising during the present months is concentrating on White-Cross Electric Stoves and Ranges, that retail at \$3.80 for the one-burner Electric Stove to the complete White-Cross Electric Cabinet Range that retails at \$29.00. Outstanding values! Unquestioned high quality! Write to us. Let us tell you more about this fast selling nationally advertised line.

# WHITE CROSS

NATIONAL STAMPING & ELECTRIC WORKS

Dept. G-5, 3212-50 W. LAKE ST., CHICAGO, ILL.



## The Newest Way —the Easiest Way

### *To prevent mistakes in your handwritten records*

Business men everywhere—in every line of trade—are installing the Wiz Register with Flatpakit. They realize the importance of keeping accurate record of every transaction. And they are learning that the Wiz Register is the easiest, neatest and quickest way of handling these records. It is a sure check against profit-wrecking mistakes.

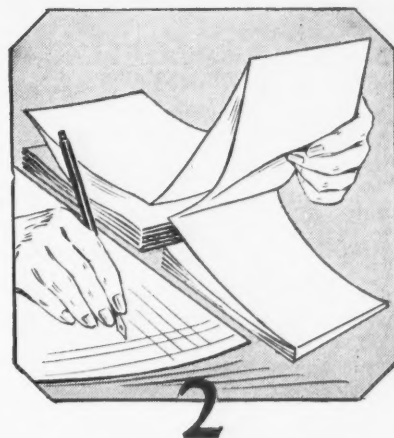
When the Wiz Register is used, a clerk writes once, then turns the crank. Here is what happens:

You have as many accurate copies as are necessary. Each on a different colored paper, if you desire, for quick identification. These slips are flat—therefore easy to handle, easy to file.

A complete copy of every original automatically re-folds in a locked compartment in an unbroken strip. It is ready for instant reference. No chance for lost records. A complete binderless file always in numerical order. Easy to audit and post.

Another very important advantage—Wiz takes but one-half minute to load. It has no rolls—just one flatpakit, even though you need as many as five or seven copies.

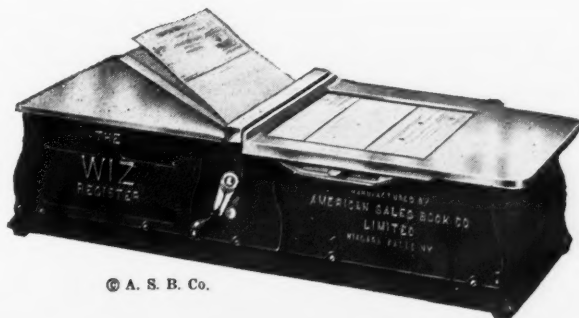
Let us tell you more of Wiz Register; how they can be applied to your own particular needs; how they can save you time and money and also give you more accurate records than you now are getting. Send us the coupon below. Write us a letter if necessary.



1. To keep accurate record of every transaction the clerk writes once then turns the crank and you have as many copies as necessary.
2. for ready reference or for auditing, checking, posting or filing, this refolded strip is unique. It is a complete copy of every record, consecutively numbered, perforated between forms, each a distinctive color of paper.



The Wiz Register is only one of the Amsaboco Products made by American Sales Book Company, Limited, the oldest and largest makers of profit-saving, original entry systems. Our 42 years of experience and the biggest force of trained executives is at your service.



© A. S. B. Co.

American Sales Book Company, Limited  
Dept. 186, Elmira, New York

Tell me more how Wiz Register will help me keep my records quicker, easier and more accurately.

Name.....

Street.....

City..... State.....



# GRIEF ELIMINATED

with the

**BALL BEARING**  
**Cadillac**  
*Master of Cleaners!*

DO NOT CONDEMN the cleaner business—you dealers who have had GRIEF selling electric vacuum cleaners. Handle a machine where servicing is eliminated, and *full profits per sale* and customer satisfaction are assured.

The Ball Bearing CADILLAC is such a cleaner; it is equipped with NORMA Precision Ball Bearings which eliminate all oiling and motor troubles.

Although it costs us TWENTY TIMES more to install NORMA Ball Bearings, which do away with oiling and servicing, than to use ordinary plain bearings, we are willing to supply them at NO EXTRA COST—for we believe that satisfied customers make satisfied dealers which means: steadily increasing business for us!

Why not deal with a manufacturer who is far-sighted enough to give the BEST at NO EXTRA COST? Eventually all cleaners will have Ball Bearings. Why not be the leader in your community?

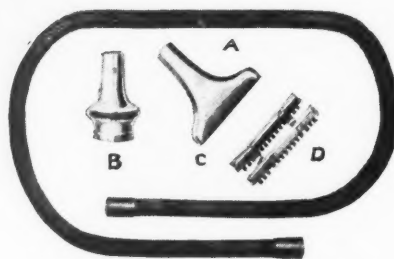
## Four Factors Guarantee More Profits, Larger Sales.

- (1) The FREE ATTACHMENT OFFER draws people to your store.
- (2) The EXTRA ADVANTAGES at *no extra cost* assure the largest possible percentage of sales.
- (3) An oversize 1/3 H.P. motor, Ball Bearing Construction and a TWO YEAR GUARANTEE safeguard profits against servicing expenses and guarantee customer satisfaction.
- (4) An exclusive dealership permits you to CASH IN to the fullest extent on your sales efforts and the CADILLAC's superior features.

Manufacturers of the  
 famous CADILLAC  
 ELECTRIC WASHING  
 MACHINE.



The Ball Bearing CADILLAC is the cleaner which Modern Priscilla proved 38% *more efficient* than their own testing machine—the cleaner which Good Housekeeping and the New York Tribune Institutes rated so highly!



This Free Set of Attachments  
 Offered with Every  
 Ball Bearing CADILLAC

WRITE or WIRE at once, as only a limited territory is still open.

**CLEMENTS MFG. CO., 615 Fulton Street, Chicago, Illinois**

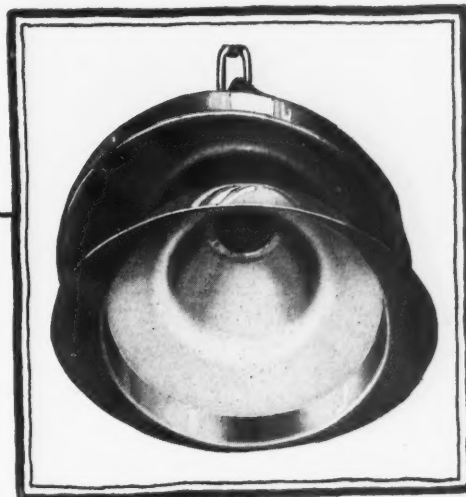
Manufactured in Canada by  
 CLEMENTS MANUFACTURING COMPANY, LIMITED  
 71 Duchess St., Toronto, Ont.  
 NEW YORK DISTRIBUTOR:  
 H. M. Walter, 70 Fifth Ave., New York City

EXPORT DEPARTMENT: 140 Broadway, New York  
 PACIFIC COAST DISTRIBUTORS:  
 F. E. Spencer, 929 W. 8th St., Los Angeles, Cal.  
 Ray Bentley, 219 Worcester Bldg., Portland, Ore.



*The new*  
**FULL-O-LITE**  
**SAFETY SCREWLESS**  
*Reflecting\** **HOLDER**

Pat. Sept. 15, 1925



**The most profitable for the  
 contractor to install,  
 and for the jobber to handle**

Everyone from the architect down is now thoroughly sold on the safety screwless holder idea. But there's a lot of difference between the types of holders.

Now comes the new Full-O-Lite holder! It is so extremely simple that it represents almost as great a stride over other screwless holders as the early screwless holders did over the old set-screw type.

It is the only one made without screws, springs, clips, rat traps or other contrivances which get out of order.

There is *nothing to adjust*. It is fool-proof. The globe can't work loose.

Because it has so many improvements over other holders and on account of its high grade workmanship and finish, it offers the jobber and dealer a great selling advantage.

Because of the decided selling advantage and the reduced installation cost, the contractor's profit is much greater. And the *jobber* makes more because the whole selling plan is built to make it well worth while for him to push.

If you have not already received our illustrated folder giving full particulars, write your favorite jobber or the Fullerton factory representative nearest to you.

\*The inside of the holder is a scientifically designed reflector which produces, over the ordinary holder, a very marked increase of foot candles on the working plane.

It spreads the light so that the distribution is even over the entire room when units are installed at the proper height and distance apart.

Tests made by The Electrical Testing Laboratories prove this statement.

**FULL-O-LITE**  
*Brightens the Night*

Reg. U. S. Pat. Off.

Fullerton Electric Co., Inc., Manufacturers, 20 West 17th St., Near Fifth Ave., New York, N. Y. Established 1907

**Factory Representatives**

Albert H. Tutin  
 Boston, Mass.

Western Glass Products Company  
 San Francisco, Cal.  
 Los Angeles, Cal.  
 Seattle, Wash.

Electron Engineering Company, Inc.  
 New Orleans, La.

Frank J. Banfield  
 Syracuse, N. Y.

Manufacturers Service Corp.  
 Minneapolis, Minn.

Franklin McDermott  
 St. Louis, Mo.

Paragon Elec. Sales Co.  
 Philadelphia, Pa.

The Coffin-Perry Co.  
 Pittsburgh, Pa.  
 Columbus, Ohio

Huron Sales Corporation  
 Detroit, Mich.





## *"Public opinion speaks for itself"*

IN ALEXANDRIA BAY, N. Y., among the Thousand Islands, Collins, Kellett & Co., Inc., do an enviable hardware, electrical, plumbing and boat business. "For the past twenty-five years," they say, "we have sold Eveready Columbia Dry Batteries and have found them to be fully satisfactory in every respect. The Eveready Columbia Dry Battery line is one of the most attractive lines of merchandise a store can carry. Hundreds of our customers who have tried other batteries, insist on Eveready Columbias. Public opinion speaks for itself."

Public opinion speaks for Eveready Columbias in Alexandria Bay, not only because the batteries are better, but also because Collins, Kellett & Co. help to shape it by aggressive selling efforts and through the use of good window displays. Order Eveready Columbia Dry Batteries and display material from your jobber. It pays to push Eveready Columbias.

*Manufactured and guaranteed by*

NATIONAL CARBON COMPANY, INC.

New York

San Francisco

Atlanta Chicago Dallas Kansas City Pittsburgh

Canadian National Carbon Co., Limited, Toronto, Ontario

**EVEREADY  
COLUMBIA  
Dry Batteries**  
*-they last longer*

6

# Entirely Different





# Service on the GENERAL ELECTRIC REFRIGERATOR is *Entirely Different*

**Quick to Install!** Simply carry the cabinet into the house—place it in the most convenient position—insert the smooth, white porcelain-covered tank and fill it with the salt-and-water solution. Then lift the compact, sealed unit from its crate by a turn of the crank—lower it into the brine tank—“plug in” the electrical lead—and trip the tumbler switch. Installation is complete! There are no pipes to install, plumbing connections to fit, nor mechanisms to adjust. Initial operation marks the beginning of a service that this refrigerator is designed to continue, smoothly and steadily, without attention for years. No wonder the General Electric Refrigerator is

*Entirely Different!*

**Simple to Service!** The General Electric Refrigerator is as simple to service as it is easy and quick to install. All moving parts are hermetically sealed—oiling is eliminated—there is no replacement of lost refrigerant—it cannot escape. Control that is automatic, accurate, and conveniently adjustable is centralized in a compact control panel on the front of the unit. In the rare case of needed internal repairs, the unit is simply lifted out of the cabinet—a new one slipped in—and the old one returned to the manufacturer. In a word, General Electric has created an innovation in household conveniences—a refrigerator that is

*Entirely Different!*

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# GENERAL

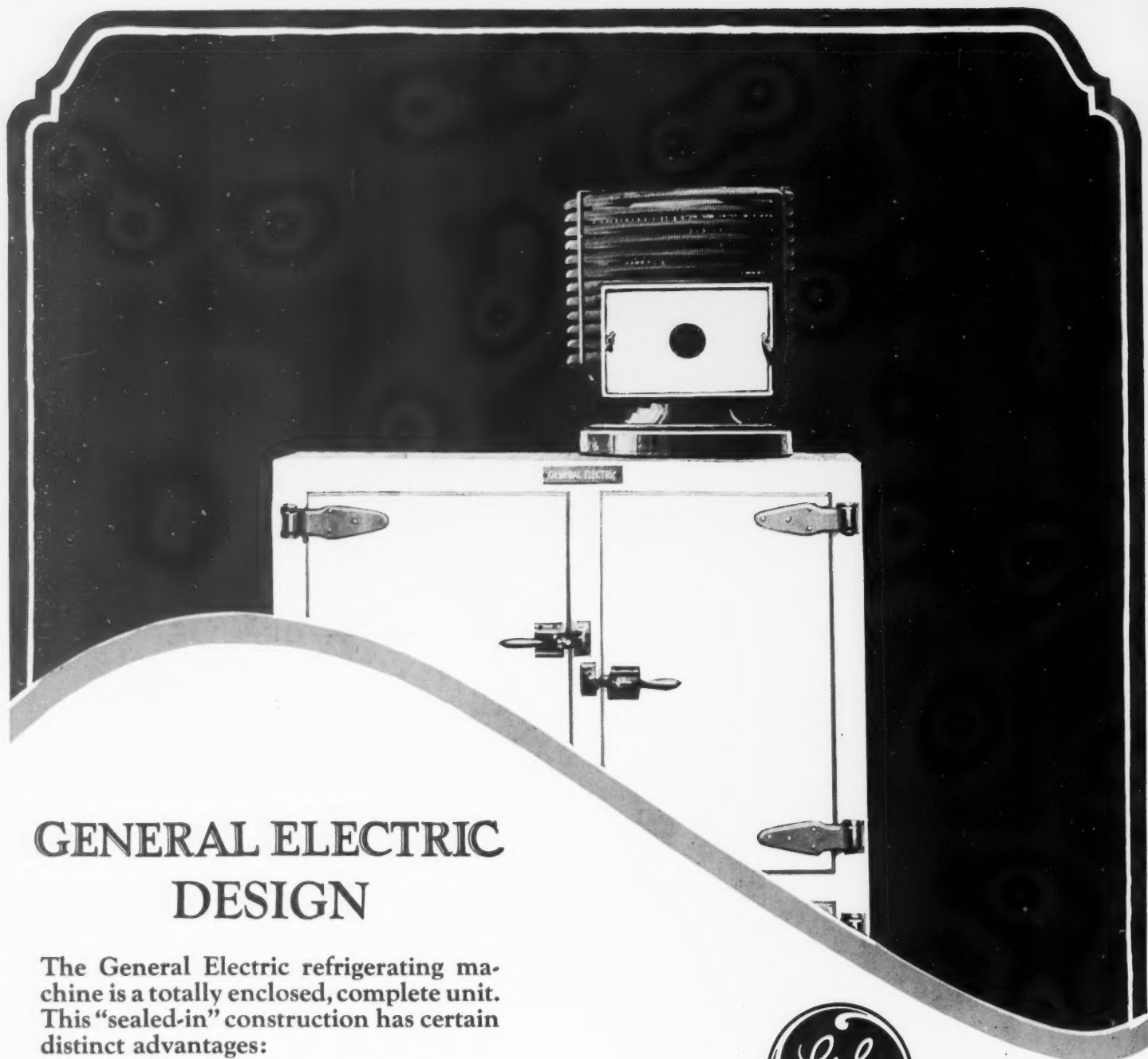
Electric Refrigerator Division,



# ELECTRIC

Schenectady, New York





## GENERAL ELECTRIC DESIGN

The General Electric refrigerating machine is a totally enclosed, complete unit. This "sealed-in" construction has certain distinct advantages:

1. It prevents the escape of any refrigerant, thereby assuring the correct amount for most efficient operation. It also eliminates all service valves and pipe joints.
2. By sealing a simple, squirrel-cage motor inside, the stuffing box is eliminated. As all moisture is removed and dirt is excluded, a lasting supply of efficient lubricant is assured.
3. The warm condenser coils are placed above the colder chilling unit—the logical arrangement. The warm air dissipated by the condenser coils rises above the machine and does not envelop the cabinet.
4. The refrigerating unit and the cabinet were co-ordinately designed by General Electric and only complete machines are supplied. This unity of design provides a refrigerator in which capacity, insulation, and refrigerating ability are scientifically balanced.



*G-E refrigerators are stocked in twenty-three General Electric warehouses, located at the principal traffic centers throughout the country. Shipments to dealers are made from these warehouses. This facility for distribution is an important factor in the dealers' merchandising costs.*

again  
Something Better/

~with still greater sales  
and profit possibilities



*Announcing* The New  
Cabinet  
Kelvinators



# Priced *for* Competitive Selling

but with genuine  
Kelvinator units and  
cabinets worthy of  
the Kelvinator name



For the first time in twelve years of acknowledged leadership, the word "Announcement" is being used in connection with the Kelvinator name.

To you who are familiar with Kelvinator's conservative manufacturing and selling policies in the past, this should be significant.

Kelvinator has never resorted to spectacular advertising to acquaint the trade or public with the natural refinements and improvements that every reputable manufacturer makes as a matter of course. The constant betterments that have maintained Kelvinator's leadership have been made quietly.

Therefore, when we "Announce" the new Cabinet Kelvinators, we ask you to accept them as products worthy of that distinction.

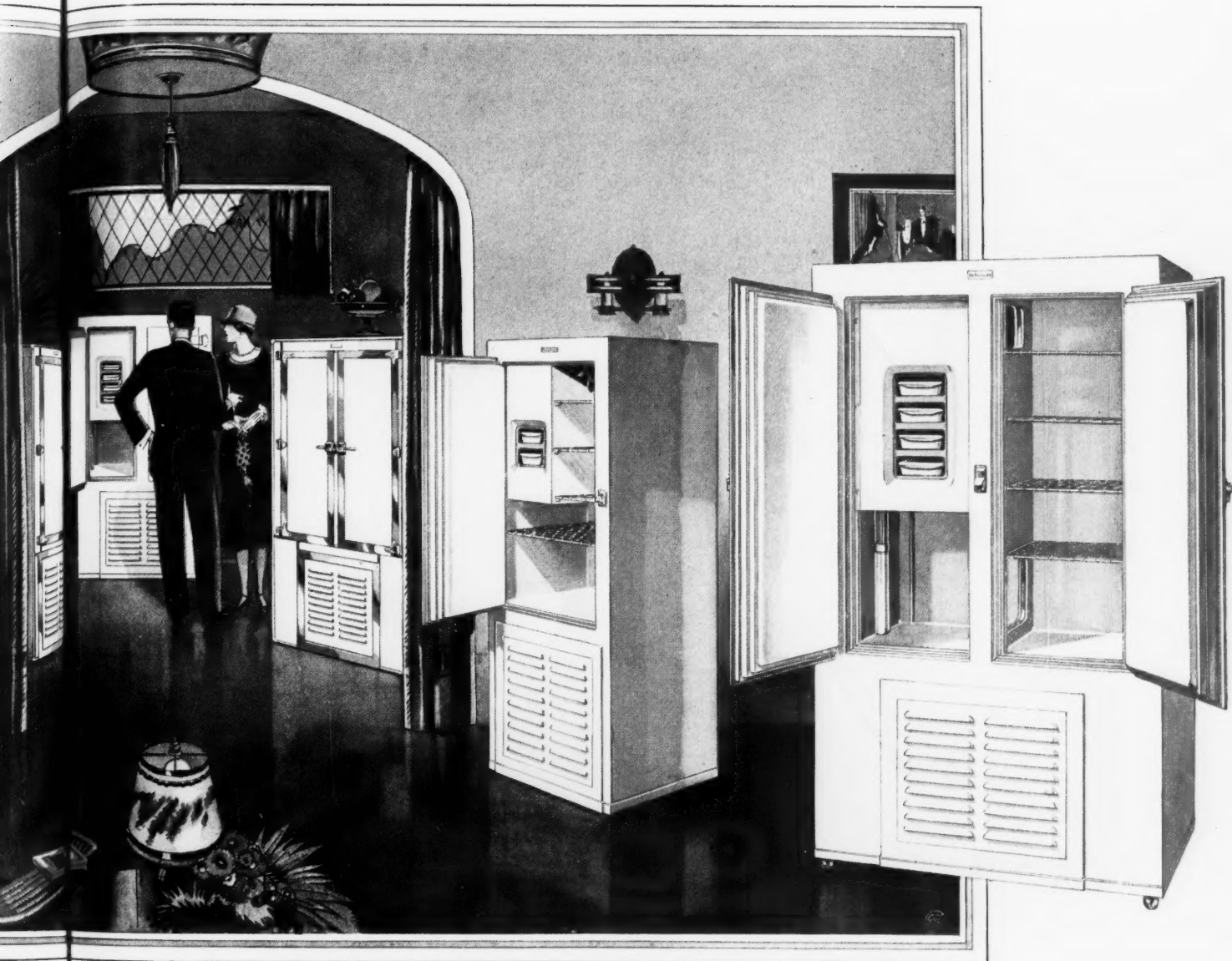
We believe that we have placed within your reach something several years in advance of the electric refrigeration industry as a whole. We have done so at prices that will enable you to enjoy a very distinct advantage in the electric refrigeration field.

Behind the new Cabinet Kelvinators is a story. In 1919, the Kelvinator, the pioneer in the electric refrigeration field, united with the Leonard Refrigerator Company, for many years the world's largest builders of quality refrigerators. Two world leaders became one organization.

Leonard had for several years been specializing in a line of quality refrigerators designed especially for electric refrigeration. Kelvinator had long recognized these refrigerators as ideal for their purpose, and many were supplied Kelvinator-equipped, by the Kelvinator sales organization.

When the two organizations became one, it was only natural that the two products—Kelvinator Electric Refrigeration and Leonard Refrigerators—should become still more closely related.

Kelvinator and Leonard engineers co-operated in the work of combining the two into self-contained units, carefully retaining all the quality features of each, and the result—Cabinet Kelvinators. Now a word about quality and price.



ry. In 1914 the Kelvinator refrigerating units in the Cabinet Models are the old, reliable Kelvinators that have been acknowledged as the quality systems since 1914. Little need be said about them.

The cabinets embody all the features upon which the Leonard reputation was built. Plywood construction on some; vitreous porcelain on others; solid corkboard insulation in all; and, of course, the famous Leonard cleanable construction that makes all Leonard refrigerators "like a clean China dish."

With the gigantic manufacturing and sales facilities of the two companies united under one direction, this quality is offered at a price that places Cabinet Kelvinators in an advantageous position compared with all other systems made. No premium is demanded for Kelvinator quality. At from \$250 to \$485 they stand alone.

The new Cabinet Kelvinators are now available to dealers and Central Stations handling the Kelvinator line. It should be distinctly understood that this is *in addition* to the standard Kelvinator line, for the policy of producing Kelvinators for refrigerators already in use will be continued.

To you who are interested in building both immediate sales volume and a foundation for the future, we direct an invitation:

Investigate the new and enlarged Kelvinator line. Satisfy yourself that it really is "something better." Learn, too, about the carefully built-up merchandising methods that have made the Kelvinator franchise so profitable in the past, and consider its possibilities for you. Send us a letter of inquiry, and we will place before you the complete details.

KELVINATOR CORPORATION, 2072 W. FORT ST., DETROIT, MICH.

Division of Electric Refrigeration Corporation  
Kelvinator of Canada, Limited, 1146 Dundas Street East, London, Ont.

# Cabinet Kelvinators

## Models and Prices

**Model 233—\$485.** This is a deluxe cabinet of gleaming white porcelain, handsomely metal trimmed, the interior, too, is of white vitreous porcelain, and is easily kept spotlessly clean. Its outside dimensions are 67¼ inches high, 40¼ inches wide, and 24 inches deep. It has 12 square feet of shelf space with food storage capacity of 9½ cubic feet. The Kelvinator has four trays in which 84 cubes of ice (12 lbs.) can be frozen at one time. Corkboard insulation is used throughout.

**Model 231—\$430.** This model is the same as that described above except that the cabinet is of choice flush-panel plywood construction, finished in the very highest quality white enamel pyroxylin. This exterior finish is of the hardest and most durable white enamel.

**Model 232—\$430.** Dimensions, construction, arrangement and ice capacity of this model are the same as those of model 231 except that the exterior is of quarter sawed golden oak.

**Model 229—\$300.** This is a smaller deluxe model, also of white vitreous porcelain, beautifully trimmed with polished metal corners and edging. The interior, too, is of white vitreous porcelain. The outside dimensions are—height 60 inches, width 26½ inches, depth 24 inches. This model has 9½ square feet of shelf space permitting you to make excellent use of the food storage compartment of 5½ cubic feet capacity. The trays permit you to freeze 42 cubes of ice (6 lbs.) at a time. The insulation consists of the very highest quality corkboard throughout.

**Model 227—\$275.** This model is the same as Model 229, except that the exterior is of hard wood construction with flush panels, finished in the very best quality white enamel pyroxylin.

**Model 228—\$275.** Similar to Model 227 except that the exterior is of quarter sawed golden oak.

**Model 226—\$250.** The dimensions of this model are the same as those of the three preceding ones. The interior is glossy white enamel on galvanized iron. This type of construction has been highly refined in the manufacture of these cabinets and is extremely handsome and very durable.

**Model 230—\$250.** Cabinet is exactly the same in size and construction as Model 226 except exterior is of rich golden oak.

**Kelvinator Leonard Model 18.** This model is produced for those who desire even greater food compartment capacity than that needed by the average family. It has a food storage space of 13.3 cubic feet. It consists of a handsome Leonard cabinet finished inside and out of white porcelain with polished metal trimming. It is mounted on a detachable base for enclosing a Kelvinator unit. The refrigerator may be used either with or without base. The entire cabinet with base is 82 inches high, 46¾ inches wide, 26½ inches deep. The cabinet contains three food compartments, has shelf capacity of 20 square feet and the Kelvinator unit has two small trays and one large tray, freezing 42 cubes of ice (6 lbs.) and a large 9¼-lb. cake of ice at each freezing.

*All prices f. o. b. Detroit*

KELVINATOR CORPORATION, 2072 W. FORT ST., DETROIT, MICH.

*Division of Electric Refrigeration Corporation*

Kelvinator of Canada, Limited, 1146 Dundas Street East, London, Ont.

# Kelvinator

The Oldest Domestic Electric Refrigeration

*"Better-Always-Better"*





## The corkboard insulated Gibson does not need an oversize electrical unit

This is one of the main reasons why manufacturers of electrical refrigerating units approve the corkboard insulated Gibson as ideal for their equipment. For, a refrigerator that has to have an oversize unit installed in it, is unprofitable to the consumer. It costs more to operate and is never completely satisfactory.

The Gibson line of corkboard insulated refrigerators will help sell your make of unit. All styles and sizes. Handsome exteriors of snowy-white porcelain and sturdy ash invite every class of buyer. Already equipped with sleeved outlets in the back for electrical wiring and refrigerator tubing. Hanger bolts are so arranged that they can take care of any type of unit without alteration. Built with or without compressor unit bases. And all Gibsons

are insulated with 100% pure corkboard, sealed with hydroline.

Two new features are found in the Gibson which are exclusive. The one-piece aluminum door frame which never warps or gets out of line, and the new style flat metal shelves across which dishes can be moved without "tripping."

Let us send you our catalog and prices. Immediate shipments can be made from our warehouses. Write today—it will pay you to stock the Gibson as soon as possible.

GIBSON REFRIGERATOR CO.  
Greenville, Mich.

# Gibson

Refrigerator

GIBSON REFRIGERATORS ARE NATIONALLY ADVERTISED

### Order from the distributor nearest you.

L. V. Whitney, Space 625, Lake Shore Drive, Chicago, Ill., *Superior* 3173, *Superior* 4100.  
Clarence Mason, 198 Cornelia Ave., St. Louis, Mo., *Webster* 722J  
Alan G. Lewis, 27 Haymarket St., Boston, Mass., *Center Newton* 0438.  
D. J. Kaufmann, 122 Hopkins Pl., Baltimore, Md., *Plaza* 8325.  
C. S. Unna, 53 Fourth St., Portland, Ore., *Broadway* 3715.  
Felix Half, 109 Wood St., Pittsburgh, Pa., *Court* 2894.  
A. J. McKee, 1340 E. Sixth St., Los Angeles, Calif., *Faber* 3068.  
C. E. Harbour, 917 Filbert St., Philadelphia, Pa., *Bell Filbert* 5405 *Keystone Race* 2636.  
A. T. Shott, 3140 Beekman St., Cincinnati, Ohio *West* 4314.  
A. J. Breihl, 10915 Lake Ave., Cleveland, Ohio, *Hemlock* 4308W, *Garfield* 5810W.  
Matt Toole, 2625 Elm St., Dallas, Texas.  
Geo. C. Gale, 53 University Bldg., Detroit, Michigan, *Main* 0577.  
S. Kronengold, 3314 Carondelet St., New Orleans, La., *Jackson* 120.  
A. J. Fisher, 17 Audubon St., Rochester, N. Y., *Park* 688.  
R. L. Ehlers, 206 Lexington Ave., New York, N. Y., *Longacre* 7595.  
Frank L. Stewart, Room "P," 605 Manufacturers Exchange, Kansas City, Mo.

*Unexcelled for Electric Refrigeration*

*"This is the kind you saw advertised"*

## LEONARD

### *Cleanable Features*

**Insulation**—Thick Compressed Cork Board, wool felt, asphalted sheathing and an extra inside wood box. An insulating value equal to a 2-ft. brick wall.

**One-piece Porcelain Food Chamber**—Armco ingot iron triple-coated with porcelain. Corners are rounded and porcelain extends around door frame.

**Locks** have an automatic trip insuring silent air-tight closing.

**More electrical units are installed in LEONARDS than in any other make**

The Leonard Cleanable cuts down sales resistance, for it needs no introduction to your customer. A quarter-century of advertising has paved the way for you. It has been the accepted standard for 45 years. Over Two Million Leonards are now in use.

Remember this in Selling: the EFFICIENT PERFORMANCE of the mechanical unit depends on the CABINET.

The operation of the mechanical unit may be perfect; yet to the housewife—your prospect—it is only when installed in a cabinet worthy of this mechanical unit that it becomes the newest and most-sought-after home service.

The average refrigerator cabinet is not built for Electric Refrigeration—cannot be expected to give the ideal service the public rightly expects of the new system.

# LEONARD

## *Cleanable Cabinet*

The New Leonard Cleanable Cabinets, extra strong, built especially for Electric Refrigeration, are insulated with thick Compressed Cork Board, several layers of wool felt and asphalted sheathing, and an extra inside wood box. An insulation that insures the Efficient and Economical operation of the Electrical unit.

A well-known engineer, commenting on the Leonard's insulation, said: "It should cut down the running time of Electrical refrigeration from two to four hours out of the twenty-four."

A complete line of cabinets, porcelain, oak and steel case, equipped for electrical unit installation.

Send for our Catalog of Leonard Cleanable Cabinets especially designed for use with Electrical Refrigeration.

### Leonard Refrigerator Company

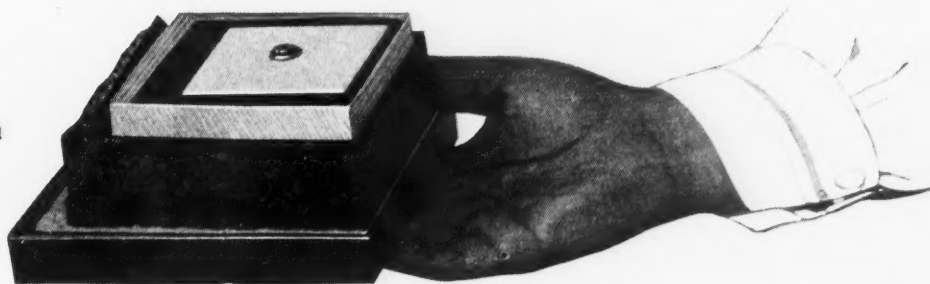
Division of Electric Refrigeration Corporation

**GRAND RAPIDS, MICHIGAN**



Permanent Exhibits: Chicago—Furniture Mart, 2nd floor. Grand Rapids—Keeler Bldg., 1st floor. New York—Brentano Bldg., W. 47th St.

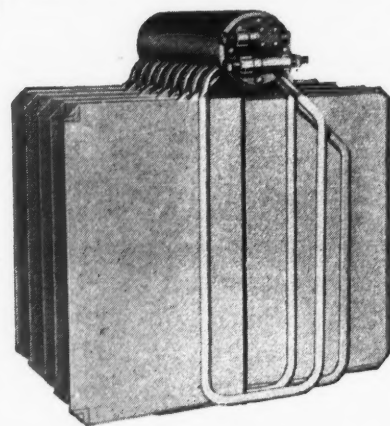
Cross-section  
of wall





# The New Frigidaire

## is the Greatest Contribution



### This Equals 35 Tons of Ice a Year

The new Frigidaire Copper Fin Frost Coil does the work of 70,000 pounds of ice a year. This coil is an exclusive Frigidaire development, and is the last word in commercial refrigeration. Fin Coils are made in many sizes, and meet the requirements of stores, markets, restaurants, hotels, hospitals, delicatessens, confectioneries and clubs.

# Frigidaire

## ELECTRIC REFRIGERATION

# Copper Fin Frost Coil

## *to Commercial Refrigeration*

THE new Copper Fin Frost Coil, an exclusive Frigidaire development, announced in the April 24 issue of *The Saturday Evening Post*, is destined to revolutionize commercial electric refrigeration. Delco-Light and General Motors engineers have produced, in this new coil, a unit to meet the requirements of store or other place of business where dependable, efficient, uniform, economical refrigeration is vital.

The potential market for Frigidaire Commercial Refrigeration is tremendous. The need for efficient refrigeration exists in hundreds of types of businesses. More than two and three-quarter million commercial places use

electricity. Of this vast number there are 235,000 retail stores, 73,000 restaurants, 25,000 hotels, 75,000 meat markets, 62,000 druggists, 5,000 clubs and 11,000 florist shops—all excellent prospects for Frigidaire Electric Refrigeration.

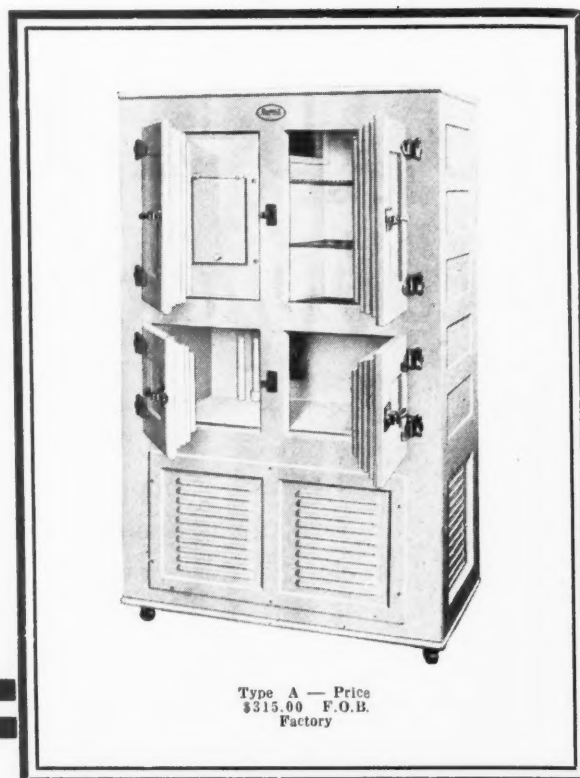
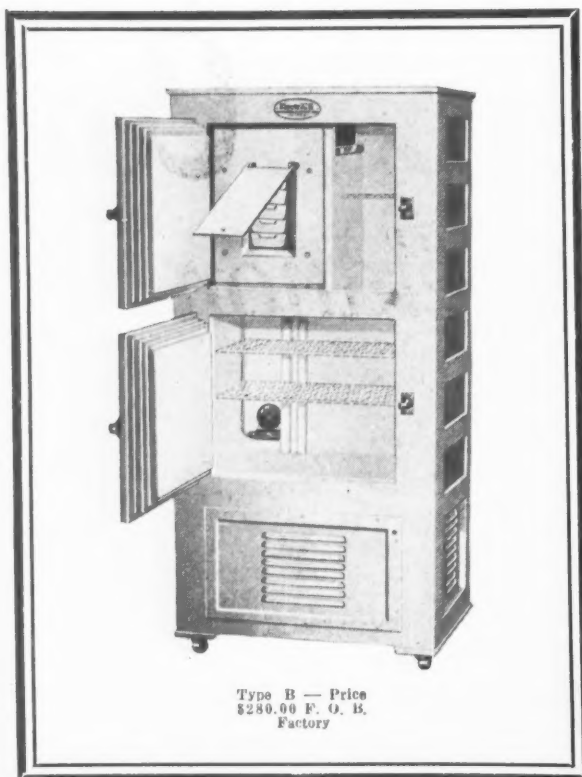
By producing the New Metal Cabinets and Copper Fin Frost Coils, Frigidaire has fortified its position of World Leadership in electric refrigeration. The Public Utility Company which holds the Frigidaire sales franchise has an opportunity for profit which is greater today than ever before. Executives of Public Utility Companies are urged to write for complete information.

DELCO-LIGHT COMPANY, Dept. Z-27, DAYTON, OHIO  
*Subsidiary of General Motors Corporation*

DELCO-LIGHT COMPANY, Public Utilities Division  
285 Madison Ave., NEW YORK CITY

# Frigidaire

ELECTRIC REFRIGERATION



## 6 Reasons Why Dealers Want ElectrICE Franchise

The financial strength and stability of the American ElectrICE Corporation, with its net tangible assets, of \$2,500,000.00.

\* \* \*

The ease with which ElectrICE is sold, giving large volume and quick turnover.

\* \* \*

The outstanding advantages of ElectrICE—no belt, no reciprocating parts, only two moving parts.

\* \* \*

The liberal dealer's discount policy.

\* \* \*

The limited servicing necessary due to the simplicity of ElectrICE construction.

\* \* \*

An adequate and varied supply of cabinets built by this company—the second largest manufacturer of refrigerating cabinets in the world.

\* \* \*

American ElectrICE Corporation  
475 Fifth Avenue  
New York, N. Y.

Please send me full details on the ElectrICE franchise in my territory.

Name.....

Address.....

Wholesaler or Retailer.....

# ElectrICE

Reg. U. S. Patent Office.

The American ElectrICE Corporation  
475 Fifth Avenue New York City





# Now

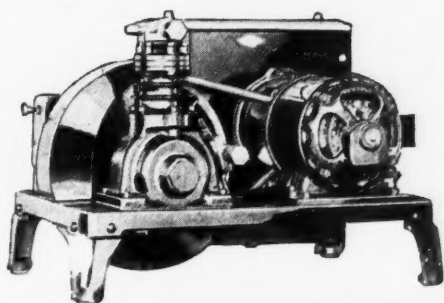
**presented to the Electrical Industry**  
*after over three years of demonstrated use in homes*

## Zerozone features

An absolutely positive controlling device, which never fails.

An expansion valve that performs continuously without attention.

A cooling arrangement that is highly efficient and yet permits compactness and neatness of design.



*Quiet and Dependable*

The Iron Mountain Company, manufacturers of Zerozone Electric Refrigeration, have had years of experience in the manufacture of motor-driven, labor-saving devices for the home.

They bring to the electrical industry a well made product, backed by an organization thoroughly equipped to train service men, to assist in installation—to stand back of Zerozone for all time.

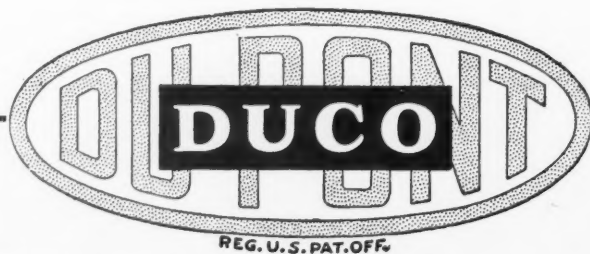
They offer a highly successful merchandising plan, including advertising in national magazines and newspapers, direct mail helps in selling, and an attractive franchise, including cooperative advertising in your local community.

Write for details of our plan. Better still, arrange for a visit to our plant, and let us demonstrate the exclusive and superior features of Zerozone.

**ZEROZONE ELECTRIC REFRIGERATION**  
 Manufactured by Iron Mountain Co., 939 E. 95th St., Chicago

# Zerozone

**Colder-than-Ice Refrigeration**



UNLIKE ANYTHING ELSE  
-- IT IS DU CO, THE BEAUTIFUL, ENDURING FINISH

**W**HEN Delco-Light Company with their vast research and engineering resources brought out their new line of metal cabinet Frigidaires they chose DU CO as the finish.

... for as they themselves say: "Greater beauty as well as greater durability has been made possible . . . . Enduring white DU CO is used for the exterior finish."

What Delco-Light didn't mention is that DU CO, because of these advantages of beauty and endurance, also gives to any article that it finishes—greater salability to consumers . . . and consequently quicker turnover for dealers.

There is only ONE Duco . . . DU PONT Duco

The names of the manufacturers of electrical merchandise now finishing their products with DU CO will be sent if you will address E. I. du Pont de Nemours & Co., Inc., Chemical Products Division, Parlin, N. J., Chicago, Ill., San Francisco, Cal., Everett, Mass.; or Flint Paint and Varnish Limited, Toronto, Canada.





## Don't tie to the wave

**E**LECTRIC refrigeration is riding on the crest of a great popular wave.

Don't tie to the wave. Hook to the merchandising force which is propelling that wave.

Servel is advertised nationally. And Servel is advertised nationally twelve months in the year. The advertisements are full pages in color. The media include Saturday Evening Post and Good House-keeping.

Converting all this into local pressure is a complete

dealer service. Thoroughly planned local newspaper advertising and direct-mail, with window trim and posters.

You can merchandise Servel locally, because it is so forcefully merchandised nationally.

### THE SERVEL CORPORATION

6131-9

51 East 42nd Street, New York

CHICAGO	BOSTON	DETROIT	MINNEAPOLIS	SALT LAKE CITY	DENVER
ATLANTA	SAN FRANCISCO	LOS ANGELES	SEATTLE	DALLAS	

London, England, Servel, Ltd.

Factories: Evansville, Ind. Carteret, N. J. Newburgh, N. Y.



# *What is the future of* Electric Refrigeration ?

**E**LECTRIC REFRIGERATION is about ten years old. The first nine years amounted to little, as far as the national market was concerned. The tenth year saw greater sales than all previous years combined.

The same was true of radio—a long period of slow progress, and then a rush that made millions. The same was true of the automobile.

Electric refrigeration is the only electric household appliance, outside of light, that appeals directly to the man as well as the woman. It is a basic comfort, and it is our belief that it will become a part of every home that makes any claims to convenience.

The dealer who now secures the fran-

chise for a reliable electric refrigeration system, on a fair basis, will be in the same position as the dealer who secured an early franchise for a reliable automobile.

The Coldak Corporation, managed by the J. G. White Management Corporation, is now closing with dealers of the highest type. The Coldak System has been proved through six years of service in hundreds of homes. Service costs have been trifling. Volume production of household units, apartment house systems, and commercial machines is under way. Advertising to the consumer, in full-page and half-page newspaper space, has started in some cities and will be extended to others as rapidly as dealers are appointed.

**COLDKAK**  
COLDKAK CORPORATION  
Eight West Fortieth Street, New York City

*If you are in a position to represent Coldak with credit to yourself and to the Company, we have some interesting facts to place before you. The coupon is attached for your convenience.*

COLDKAK CORPORATION,  
8 West 40th Street,  
New York City.

E. M. 6-26

Gentlemen: Please give me additional information about Coldak Electric Refrigeration, and your plans for distribution.

Name .....

Street .....

City ..... State .....

**\$245**  
LIST - ST. LOUIS

**Specifications**

THE refrigerator itself is all steel triple insulated—and white enameled throughout. A beautiful piece of workmanship. [Notice the two doors.]

Equipped with the Champion Electro Icer Junior—as efficient, economical and sturdy as its bigger brother.

Built according to the finest automotive standards:

1. With removable ground tool steel cylinder sleeve.
2. With ground pistons and especially fitted rings.
3. With eccentric operated piston.
4. With pressure temperature control.
5. With silent drive that you can hardly hear.
6. With  $\frac{1}{4}$ -H. P. high grade motor.

## Now!--the Champion Electro Icer Junior

All the qualities and durability of the Senior Champion Double Cylinder Electro Icer in a popular priced, compact single cylinder unit, ideally suited for apartments and small homes!

This latest addition to the Champion Electro Icer permits any distributor to fill the needs of any possible prospect.

The Champion Junior with the Champion Senior now round out the line—the larger Champion being made in both self-contained unit and separate outfit for existing refrigerators.

Champion Electro Icers are made by a million dollar corporation with a 26-year record for manufacturing

precision machinery, and particularly for making products that endure with the least possible service requirements.

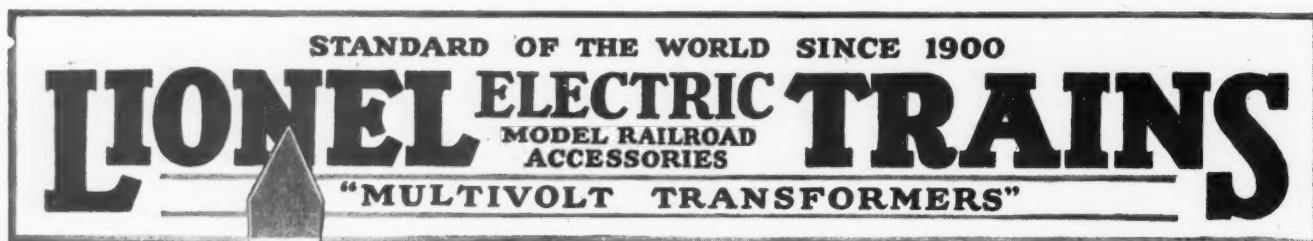
Champions have been tested in hundreds of homes for three years—are retailed on a two-year deferred payment finance plan.

It will certainly pay you to find out whether your territory is open for such a proposition as this. Write, wire or phone us; or better still, visit the factory.

### CHAMPION ELECTRIC COMPANY

Subsidiary Champion Shoe Machinery Co.  
3707 Forest Park Boulevard, St. Louis, Mo.

# CHAMPION ELECTRO ICER



## Place Your LIONEL ORDER NOW!

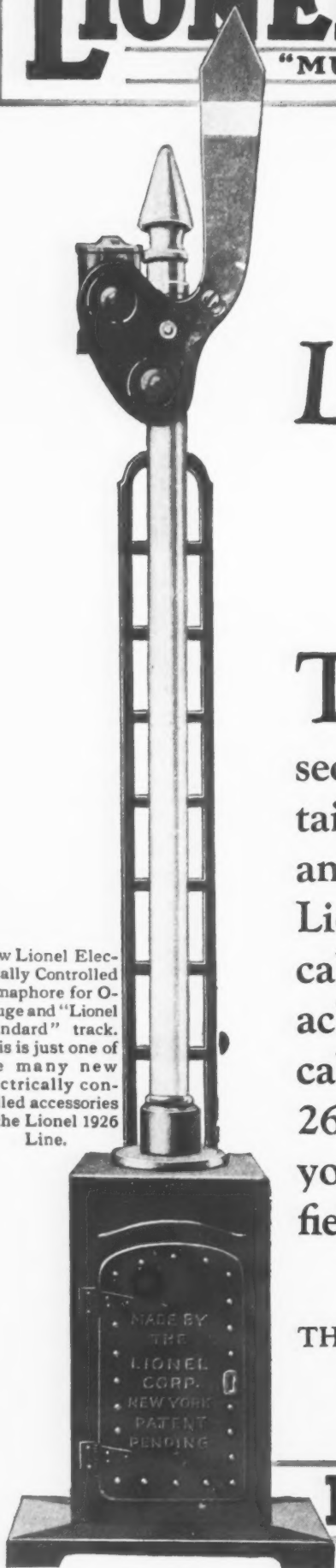
**T**HE overwhelming and enthusiastic response of merchants who have already seen the new 1926 Lionel Line makes it certain that this will be Lionel's biggest year—and the biggest and most profitable year for Lionel dealers. Lionel's new 100% Electrically Controlled Railroad—the supreme achievement of model railroad building—calls for the largest production program in 26 years of steadily increasing volume. If you would dominate the Electric Railroad field this fall, place your Lionel order NOW!

*Send for the Lionel Catalog and Dealer Proposition*

THE LIONEL CORPORATION, 48-52 East 21st St., New York

Western Coast Office, Showroom and Service Station:  
788 Mission St., San Francisco—M. Sweyd, Representative

New Lionel Electrically Controlled Semaphore for O-Gauge and "Lionel Standard" track. This is just one of the many new electrically controlled accessories in the Lionel 1926 Line.



**LIONEL TRAIN OUTFITS \$5.75 up**  
Retail from



# ANNOUNCING

## The

# Burroughs

## Portable

## Adding Machine

*for Electrical Dealers*



Adds up to \$1,000,000.00  
 —Standard visible key-  
 board—Right hand  
 control—Slightly larger  
 than a letterhead—Easily  
 carried from counter  
 to office, desk to desk,  
 or business to home.  
 Backed by Burroughs  
 nation-wide service.

In eight months, 22,326 Burroughs Portables have been sold. The 20,209 already delivered are giving such satisfaction that re-orders are coming in daily. For demonstration of this machine call the local Burroughs office or write to—

BURROUGHS ADDING MACHINE COMPANY  
 6503 SECOND BOULEVARD DETROIT, MICHIGAN

22,326 BURROUGHS PORTABLE ADDING MACHINES ALREADY SOLD

# Mrs. U. S. Housewife is

## NOTE These Features:

*Easily demonstrated in a few minutes' time.*

*One salesman can handle it.*

*Can be demonstrated repeatedly without its becoming second-hand.*

*Does not need to be plumbed-in.*

*All moving parts enclosed.*

*One 1/5 H.P. Universal Motor for BOTH washing and emptying.*

*Dial control for washing, filling, emptying.*

*All exposed surfaces of non-rusting, non-corroding metals.*

*AND—a few days' use in the home converts it from a "luxury" to a real NECESSITY!*

*It sells others!*



# GRS

# *ready for the Dishwasher!*

**I**N TEN years time the clothes-washer business grew from seven million to one hundred million dollars annually.

*You* may remember it was slow work in the first years. Mrs. Housewife was skeptical. But today the electric clothes-washer is accepted as a necessity.

Now the time is ripe for the G R S Dishwasher. Woman's experience with other electric appliances has prepared the way. The field is ready, and what a field it is!

Yes, it will need cultivation—a lot of it. But the G R S will pay its own way from the start.

Why, then, put off the day when you begin building a business with G R S Dishwashers? Place a few, and they'll sell themselves and others.

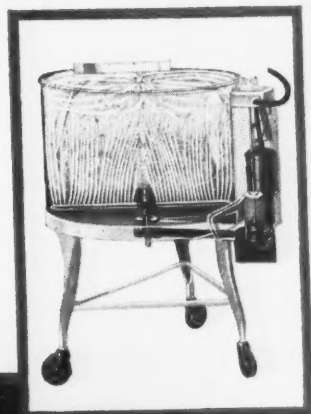
Slowly but surely you'll build a volume producer, a profit-maker, because you'll have no price-cutting, no trade-in problem. Every sale will come clean.

So send for the details of the G R S franchise. Find out what G R S dealers have actually accomplished. Convince yourself that we are stating our case very mildly. Write us, or telegraph.

## GRS Products, Inc.

Albany, N. Y.

Subsidiary: General Railway Signal Co., of Rochester, N. Y.



Loading



Washing

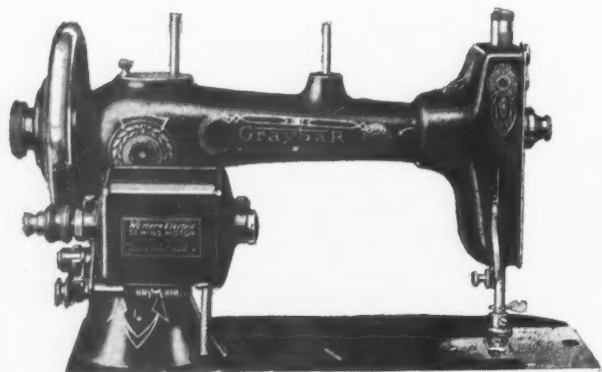


Through  
for the day



# DISH WASHER





THROUGH THIS MACHINE

# GraybaR

*adds low price  
to high quality*

"Give us Graybar quality in a lower priced sewing machine—and we'll give you a wider market." So said dealers who knew.

And this is what we are giving them: The famous Graybar portable sewing machine with a metal base instead of a wooden one. A machine pounds lighter and dollars lower in price. All the talking points of the regular Graybar models. And the half-century-old reputation behind the Graybar name!

*The Graybar quality tag—under which 60,000 electrical supplies are shipped. A mark of reliability.*



*The new Graybar comes in both vibrator and rotary models. Full information at a nearby distributing house.*

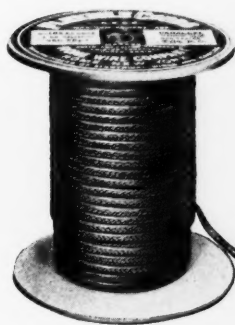
# GraybaR

ELECTRICAL SUPPLIES

Successor to *Western Electric* Supply Dept.

Offices in 55 Principal Cities

Executive Offices, 100 East 42nd St., New York



## Harmony with durability

WITH the American woman's ever increasing interest in the decorative and illuminating possibilities of portable electric lamps, there has come a new appreciation of quality and color harmony in lamp cords.

Women are discriminating buyers, and the electrical industry is fast learning through them that it pays to build feminine good will with cords that harmonize and cords that wear.

It is only natural then that the dependable quality and wide range of attractive colors offered in Rome Lamp Cords should result in a growing demand.

Rome mills, covering 20 acres of manufacturing floor space, are given over to the production of copper wires and cables. Every operation, from the rolling of the wire bar, to the application of the last insulation or protective covering, is under Rome supervision.

ROME WIRE COMPANY, ROME, N.Y.

# ROME WIRE

FROM WIRE BAR TO FINISHED COPPER WIRE



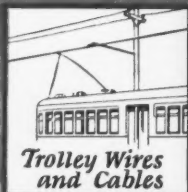
Type "PO"  
Parallel  
Lamp Cord



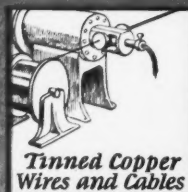
*Antenna Wire*



*Weatherproof Wires and Cables*



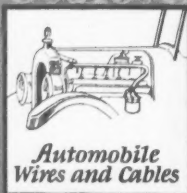
*Trolley Wires and Cables*



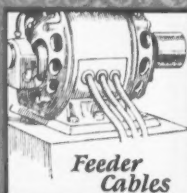
*Tinned Copper Wires and Cables*



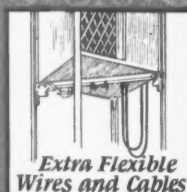
*Telephone Wires and Cables*



*Automobile Wires and Cables*



*Feeder Cables*



*Extra Flexible Wires and Cables*



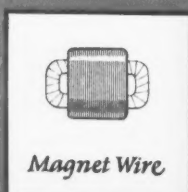
*Heater Cords*



*Lamp Cords*



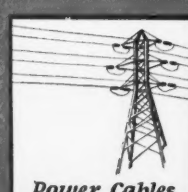
*Lead Sheathed Cables*



*Magnet Wire*



*Mining Machine Cables*



*Power Cables*



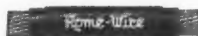
*Radio Wires and Cables*

**W**HILE Rome Lamp Cords are built to harmonize with the most luxuriant surroundings, Rome Super Service Cords are built to stand the gaff of daily use in shops and mines. Each of the other Rome flexible cords—and there are many of them—are built to meet specific working conditions.

But, into every Rome cord, wire, or cable is built Rome quality.

The Rome organization with a thorough understanding of the application of wires and cables for the job, backed with 20 years' manufacturing experience, stands ready at all times to help you solve your wire and cable problems.

If you will let us know in what wires and cables you are interested, we will be glad to send you samples, catalogs, and other information that will be of help to you.



## ROME WIRE COMPANY

Mills and Executive Offices: ROME, N.Y.

Diamond Branch: Buffalo, N.Y.

New York — 50 Church Street  
 Boston — Little Building  
 Chicago — 14 E. Jackson Blvd.  
 Detroit — 25 Parsons Street  
 Cleveland — 1200 W. 9th Street  
 Los Angeles — J. G. Pomeroy, Inc., 336 Azusa Street  
 San Francisco — J. G. Pomeroy, Inc., 51 Federal Street



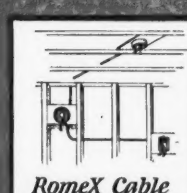
*Slow Burning Wires*



*Super Service Cords and Cables*



*Rubber Covered Wires - Code 30% Intermediate*



*RomeX Cable*



*Copper Rod and Bare Copper Wire*



# Jobbers' Salesmen Are Proving It

## Utica Electric Portable Furnace

It Really Heats

Circulates Hot Air



List Price  
each  
**\$10.**

*Slightly higher west  
of the Mississippi*



When customers want immediate results demonstrate the "Utica" in the tilted position. You then have focused heat which more than one person can enjoy, for the heat is spread out—diffused in several directions. The advantages of circulating hot air are retained.

*The tilter is a distinctive feature which makes sales double certain.*

### *Distinctively Different*

Jobbers' salesmen, interested in spreading a *real* sales story, are demonstrating the "Utica"—an electric heater that *raises the* temperature 12 within one hour, in a 700 cubic foot room—and proves this heating efficiency by a thermometer. They also explain the "tilting" feature which quickly satisfies those customers who want immediate heat, and at the same time gives the unquestioned advantage of cir-

culating hot air. Equipped with G.E. Cord and plug.

When dealers notice the attractive appearance—the heating element and details of construction—they quickly see a ready seller.

Real enthusiasm shows itself when jobbers' salesmen display the intelligent advertising campaign including window and store displays, mailing pieces and package enclosures.

Salesmen are trying to tell the story to every dealer, but days are short and time is fleeting. Better remind the next salesman that you want a demonstration.

**UTICA PRODUCTS, Inc.**

**UTICA, N. Y.**

# RED SEAL DRY CELLS

## Now a National Carbon Product

ON MAY first the Red Seal Dry Battery business of the Manhattan Electric Supply Company was purchased by the National Carbon Company, Inc., and Red Seal Dry Batteries are now being manufactured and sold by the National Carbon Company organization.

The Red Seal brand of dry batteries will be continued on the market and will have the same high quality as heretofore. This change in brand ownership will, we believe, bring advantages that the trade will be quick to realize. Adequate stocks will be regularly carried at National Carbon Company factory and warehouse points, which will insure prompt

and efficient service to the trade.

Present stocks of Red Seal cartons, display material and literature will be used until exhausted, after which the only change will be the appearance of the name of the National Carbon Co., Inc., as the manufacturer. Abundant window display material of the most effective kind will be supplied Red Seal dealers.

The manufacture of Red Seal Dry Cells, therefore, not only is being continued as heretofore, but preparations are being made to expand the production of Red Seal Cells to whatever extent may be necessary to meet your demands. Order Red Seal Dry Cells from your jobber.

*Manufactured and guaranteed by*

**NATIONAL CARBON COMPANY, INC.**

Atlanta

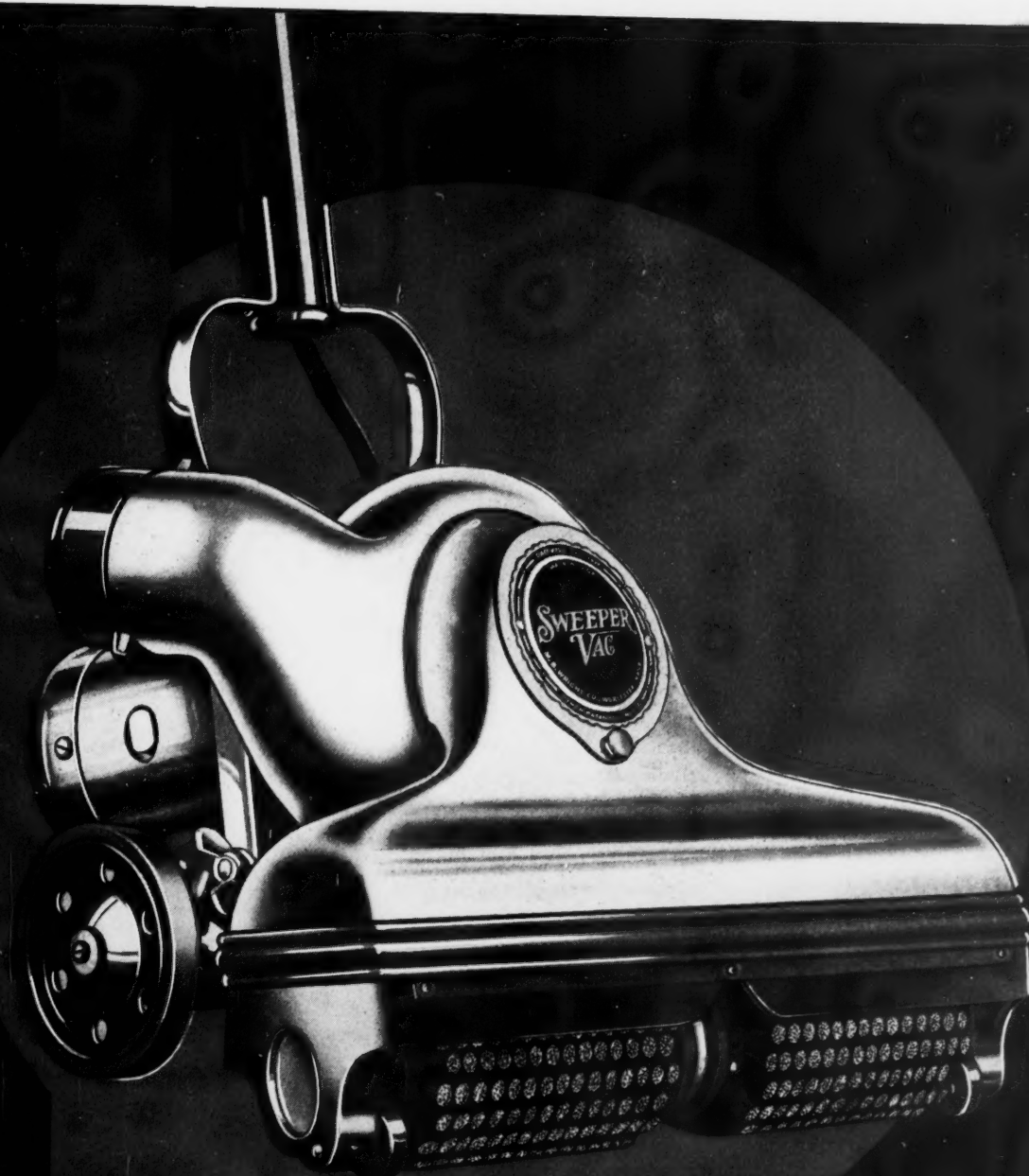
Chicago

Dallas

Kansas City

Pittsburgh

Canadian National Carbon Co., Limited, Toronto, Ontario



*and now  
it Polishes  
Floors*



# The SWEEPER-VAC

**MOST USEFUL OF  
VACUUM CLEANERS**

*now adds*  
*a Polisher*

## *The Sweeper-Vac Polisher*

The Sweeper-Vac Polisher Attachment marks the most forward step in the vacuum cleaner industry.

Not a separate electric Polisher, but a most efficient polishing attachment that fits into the nozzle of the Sweeper-Vac Electric Cleaner and is run by the vacuum cleaner motor.

Polishing waxed floors has always been a back breaking task and now with hardwood floors in even the most modest homes, the Sweeper-Vac Polisher attachment makes a most timely appearance spelling opportunity to the dealer seeking an increased vacuum cleaner business.

The Sweeper-Vac Polisher Attachment does excellent work imparting a fine lus-

trous finish to floors, absolutely without effort other than to guide the cleaner.

With it a child or maid can put a polish on the floor that will equal the best work of any man.

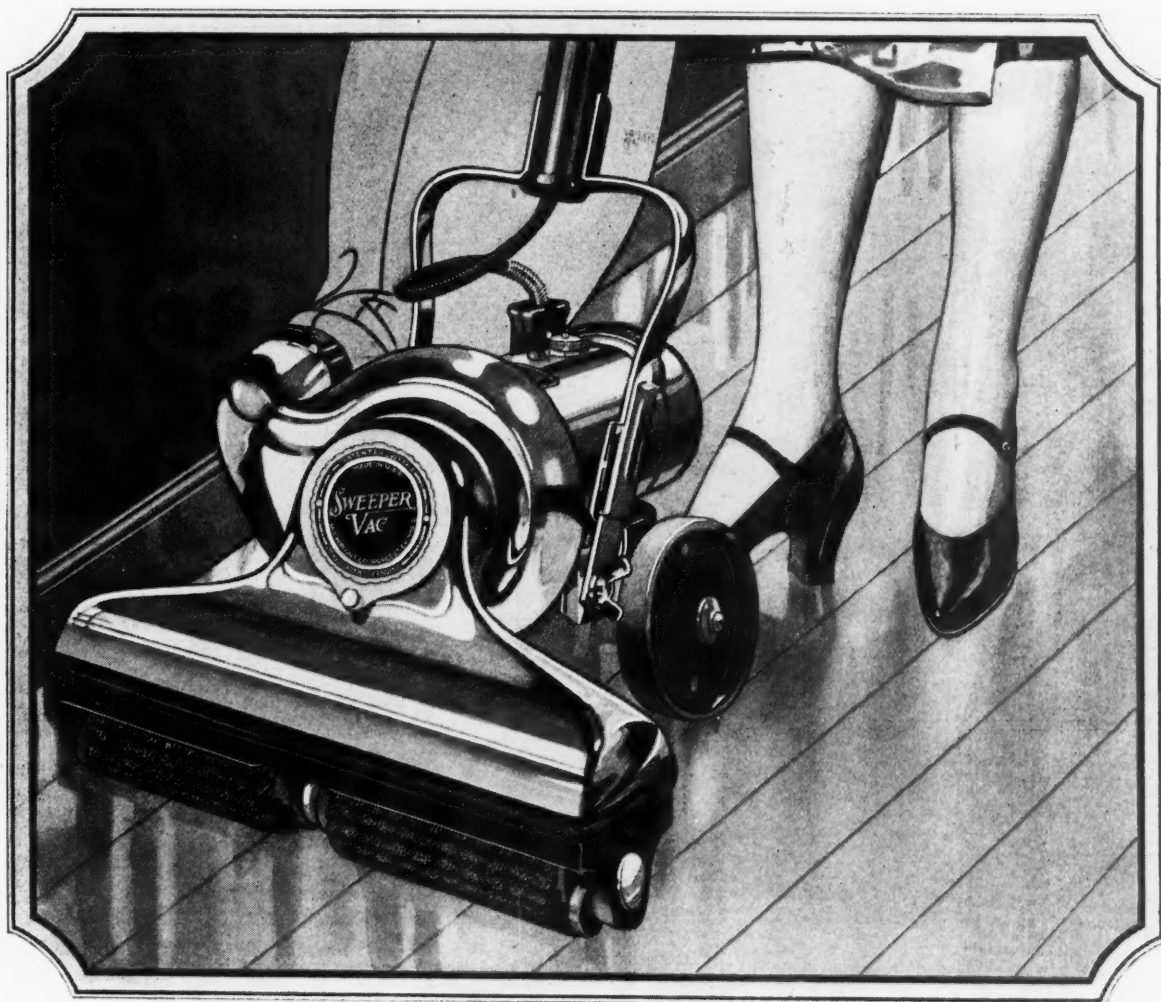
To attach the Polisher takes but a moment and is exceedingly simple.

The popular appeal of the most remarkable labor saver will be appreciated by everyone who has at any time undertaken to polish floors with the heavy-weighted brush now almost universally used.

## *Mops by Vacuum*

Having polished the floors the Sweeper-Vac supplies without charge an Electric Vac-Mop, a distinctive feature that mops by vacuum hardwood floors, linoleum, and with an extra swab cleans walls.

# Sweeps ~ Vacs ~ Mops ~



# Attachment

This Vac-Mop eliminates mop shaking and dirt chasing and has been an important factor in the increase of Sweeper-Vac sales over the past three years.

## *Lifetime Service*

As advertised in full page space in the Saturday Evening Post this Spring, our signed pledge of Lifetime Service accompanies every Sweeper-Vac. This protects your customer as we promise, at any time, five, ten, or twenty years hence, to put the Sweeper-Vac in condition equiva-

lent to new and further agree that never will the charge exceed ten dollars, and usually it will be much less.

## *Write for Information*

We will gladly explain the value of this Lifetime Guarantee to the dealer and give all details of the Sweeper-Vac Sales Proposition. We believe that the Sweeper-Vac with Unequalled Attachments, the Vac-Mop, and now the Polisher, is the most useful of all vacuum cleaners and as such will appeal to your customers.

M·S·WRIGHT COMPANY  
Worcester --- Massachusetts

and now - It Polishes



# SIMPLICITY

*The Salient Appeal In Selling to Women!*

**C**LEAN cut and well proportioned; extreme simplicity of mechanical detail; simplicity of operation that "goes over" in the first demonstration—the Perfection!

And besides, it offers everything a

woman demands in an ironer: full open end, electric foot control, self-equallizing all-contact shoe, oilless bearings, ivory lacquer and polished nickel finish. An ironer that sells itself—and *stays sold!*

**The Perfection Appliance Co.**

*Thomas J. Arbron, President*

Lyman Place & St. Aubin Street, Detroit, Mich.

*In Canada: Maxwell's Limited, St. Mary's, Ontario*

THE

*Perfection*

**IRONER**

*More than eight years of engineering effort have produced the Perfection Ironer.*

*Detailed description and trade discounts mailed upon request.*



*Let Conlon iron the depression  
out of your summer  
sales curve!*

*Sell them  
Conlon Comfort*

THE CONLON Cabinet Ironer offers particular advantages for summer sales. The beginning of the summer season marks the commencement of a bigger selling season—for CONLON dealers. Put your effort behind the line that holds biggest promise—the CONLON. It provides a sure way to steady, year-round volume. It irons out a straight path to Bigger Summer Profit.

CONLON CORPORATION  
Chicago, Ill.



**2 in 1**

**Conlon Cabinet Ironer**  
— Snow - White Enamel -- Porcelain Kitchen Table Top

CONLON CORPORATION  
19th St. & 52d Ave., Chicago, Ill.  
Gentlemen: Send details of your proposition on the CONLON Cabinet Ironer.

Name .....

Address .....

City .....

State .....

EM-625

*This*

*will bring you  
a story of PROFIT*

# Smith Ironer

Built for any room in the house

Light      Portable      Durable

All Electric

# \$100.

## Smith Quality



**Appearance Sells   Performance Keeps**

**Our Broad Guarantee Bond Helps Make Sales**

**Our Price Clinches the Sale**

**Liberal Discount to Dealers**

**Vast Market Opening at Your Door  
Let Us Show You**

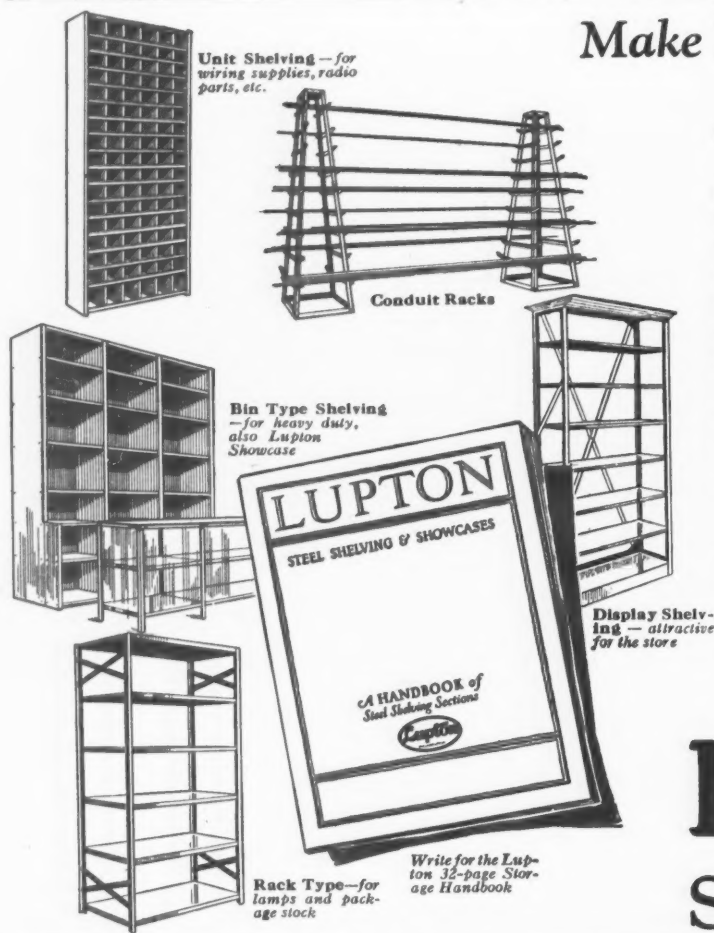
**Smith Ironer Syracuse N Y**

**Smith Manufacturing Successes**

**L.C. SMITH Guns • SMITH Premier Typewriters •**

**L.C. SMITH Typewriters • SMITH Wheels •**





## Make More Sales with Lupton Steel Shelving

THE very best of national advertising, elaborately planned sales campaigns and consumer demand all exist to help you do more business, but you don't get the benefit of all of this if you try to display your stock in inadequate, out-worn or out-grown store fixtures.

Lupton Steel Store Shelving and Steel Show Case display electrical merchandise attractively for sale, but they do more than that—they advertise your store as progressive and alert. Modern themselves, they suggest that their contents are new and worth investigating.

The Lupton Handbook contains illustrations and quotes prices on this equipment, as well as many other items for the store and shop. With it we will send you the name of a nearby jobber who handles Lupton equipment. Write today.

JOBBER—Write, or better still, wire—some territory is still open

DAVID LUPTON'S SONS COMPANY  
Philadelphia • Chicago  
Shelving Division 1114 Steger Bldg., Chicago

# LUPTON

TRADE  MARK

## STEEL SHELVING

**mail this!**

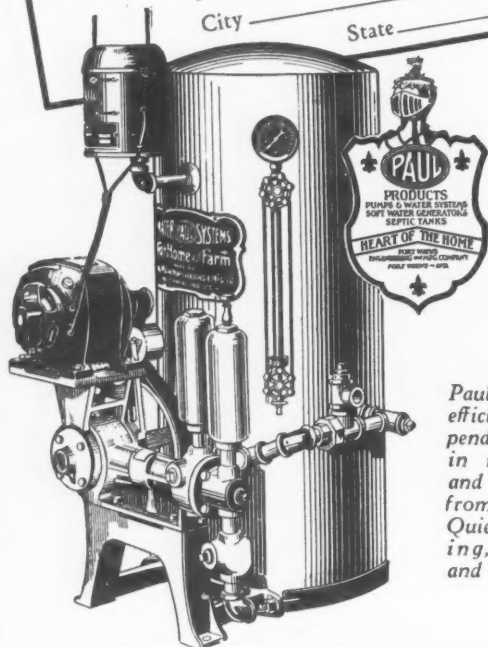
\_\_\_\_\_, 19\_\_\_\_

Fort Wayne Engineering & Mfg. Co.,  
1711 N. Harrison St.,  
Fort Wayne, Indiana.

Please send complete information on Paul Water Systems together with prices and other literature.

Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Paul Pumps are efficient and dependable. Made in many types and sizes. Pump from any source. Quiet, self-priming, self-oiling and fool proof.

## How to sell Electrical Appliances *beyond the City Water Mains!*

Your best chance to sell washing machines, electric ironers and other electrical equipment is in the home with running water, because the operation of the washing machine is much simpler with adequate water supply. On the outskirts of your city and in the country nearby are many homes able and willing to buy electrical appliances if you furnish the water supply. That's why selling Paul Private Water Systems is good business for central stations and electrical dealers.

Write today for more information.

**Fort Wayne Engineering & Manufacturing Co.**  
1711 N. Harrison St.,  
FORT WAYNE, IND.

Too many quality appliances are in the *discard*—blamed because of a poor heater cord



On the other hand—a good heater cord increases respect for the appliance.



## *AS a development toward greater flexibility and longer life—*

—in the electrical field Driver-Harris specialization has been solely on resistance wire and heater cord.

Driver-Harris' cooperation has been with the manufacturers of devices whose problems have been those of the conductor and the resistance.

Therefore the Heater Cord made by the Driver-Harris Company is the result of these years of work with appliance makers.

Are you taking advantage of these years of effort?

# DRIVER-HARRIS COMPANY

## HARRISON, NEW JERSEY

Chicago

-

Detroit

-

Morristown, N. J.

-

England

-

France

**NOW ~ a washer**

# The Edenette

**ELECTRIC CLOTHES WASHER**



**A *little* washer that does *big* work.  
Retails for \$49.50. No competition!**

*Capacity*—1 sheet or 6 men's shirts, or equivalent.

*Height*—19 inches over all.

*Tub*—10 $\frac{3}{8}$  inches high by 13 $\frac{3}{4}$  inches in diameter.

*Weight*—Approximately 22 pounds.

Sturdy, compact, dependable, trouble-free, stores in any out-of-the-way corner. Always ready.

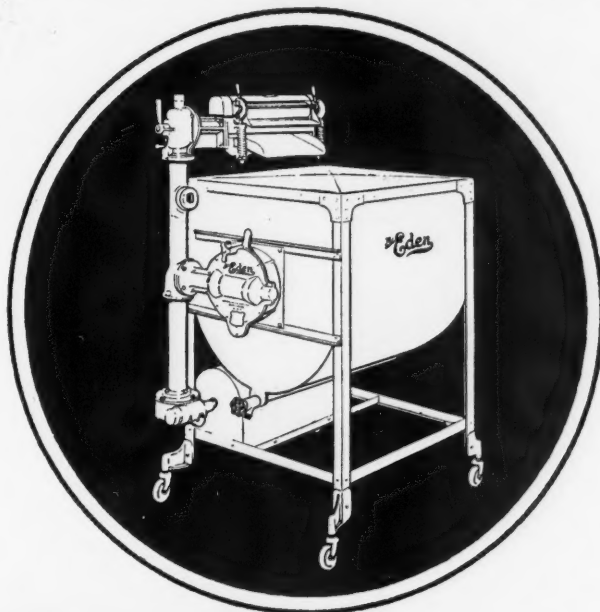
It is the *only* washer of its kind on the market, commanding a big non-competitive field.

Send for folder, "*Helping the Dealer Sell The Edenette.*"



# *for EVERY Family!*

## Introducing the New DeLuxe Model *A Better Eden at a Lower Price*



# *The Eden*

This *de luxe* model Eden has big, outstanding features—refinements and improvements which will make an instant appeal to your customers.

*Tub*—Highly polished nickel; mirror finish inside, gray lacquer outside.

*Cylinder*—Same metal as tub, with new button type perforation. Unnecessary to remove to clean.

*Finish*—Permanent lacquer instead of enamel.

*Service*—Commercially free from service troubles.

*In addition*—all the notably perfect mechanical and operating merits which have kept the Eden in the vanguard of popularity for more than sixteen years.

*Write at once for particulars*

**EDEN WASHER CORPORATION**

225 West 34th Street, New York

Branches: Chicago Cleveland Indianapolis

# *In the Summer*



◆ ◆ ◆ *Hoskins*

T H E      W I R E      T H A T      M A D E

# Months ~ ~ ~

## the housewife *wants* to / cook with electricity!



Of course she does. No woman wants to perspire over a hot gas stove in the summer—especially when she might spend her time in a cool shady nook, with an interesting book, while an appetizing meal is being cooked electrically, without any attention from her. And if you give her half a chance, she'll invest a little of her money to enjoy that comfort. But a host of them do not realize they can afford to cook with electricity. In the back-ground of their mind they have the idea that electric cooking is expensive. Consequently they won't buy, until some common-sense salesman corrects their wrong impression.

The lazy languor of summer gives you the best opportunity of the year to sell the housewife the idea of electric cooking. Some salesmen will fall victims to that lazy languor, while others will seize it as a chance to sell goods. What kind of salesmen do you have?

Your good salesmen will want to know all they can learn about the heating elements. Recognizing that, we have prepared a little book that tells about the alloy that created and now sustains the electric heating industry—CHROMEL. They can read it in 4 minutes and learn something they can use, so long as they are selling. Don't you want a copy?

HOSKINS MANUFACTURING COMPANY  
4433 Lawton Avenue, DETROIT, MICHIGAN

New York Grand Central Terminal	Chicago Otis Building	Cleveland Leader News Building
Boston Park Square Building	San Francisco 1151 Market Street	

CANADIAN REPRESENTATIVES  
Hiram Walker & Sons Metal Products, Limited, Walkerville, Ontario



MEANS ELECTRIC HEAT

# Chromel



ELECTRIC HEAT POSSIBLE



# Years Ahead

The Westinghouse Automatic is the iron of the future. It's a new kind of iron—years ahead in the electric iron field.



## *The* Westinghouse Automatic IRON

**W**ITH every wired home and every iron user a prospect, the Westinghouse Automatic is going to be the fastest and best selling iron in the world.

It's tomorrow's iron—Start selling it today!

Now—while the force of Westinghouse advertising is making people want this marvelous iron;

Now—while newspapers and magazines are carrying the fame of the Westinghouse Automatic far and wide;

Now is the time to sell Automatic Irons and to sell them for all you're worth.

You'll profit today—and tomorrow—and all the days after tomorrow.

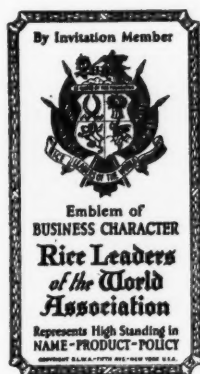
Westinghouse Electric & Manufacturing Company  
Merchandising Department      Mansfield, Ohio

# Westinghouse

X87885

## *Automatic* IRON

### *Now only* \$7<sup>75</sup>



# SALES HELPS *that* HELP SALES

Royal Sales Helps are practical. They get results. That is why so many Royal Dealers are able to

*Avoid the  
Summer Slump*

These practical Royal Sales Helps cut selling costs. Business comes easier, faster. And, because of Royal's quality and performance, the sales *stick*. Practically every Royal sale leads to another in an endless chain of profit. That is why we are able to advertise that "Royal pays the largest net profit per sale."

*Ask any Royal Dealer  
or write us direct*

**THE P. A. GEIER COMPANY**  
540 East 105th Street • • Cleveland, Ohio

CONTINENTAL ELECTRIC CO., Ltd.  
507 King Street, East  
Toronto, Canada

# ROYAL

ROYAL GETS DIRT when other cleaners are through, but others will not get dirt when Royal is through.

## TWO NEW NUMBERS



These items are now ready for delivery. Your nearest distributor will be glad to send you details.



No. 20. ELECTRIC PERCOLATOR.  
7 cup capacity. Heavily Nickel plated.  
Equipped with fuse link protective  
device. Has detachable six foot cord  
and separable plug.

**\$8.00**  
LIST



No. 60. ELECTRIC TOASTER.  
Large size and fast. Heavily nickel  
plated.

**\$3.75**  
LIST

MADE AND GUARANTEED BY  
DIVISION B  
MANNING, BOWMAN & CO.  
MERIDEN, CONN.



**Placing dinner in Cooker**

**NO PREHEATING OF FOOD ON OTHER STOVES**

**roasts**

**bakes**

**NO STONES TO HEAT**

**boils**

**stews**

**TWO GALLONS CAPACITY**

**Cooks a full meal**

**KEEPS FOOD HOT ALL DAY**

**COOKS ANYTHING. CONNECTS ANYWHERE.**

**Hot Kitchens**

**Auto Picnics**

## Your Money Making Markets

Your Money Making Markets are your "Easy to sell Markets." Those markets that walk into your store and right up to the counter and BUY. Hot Kitchens and Auto Picnics are here 100%. You can cash in on them by displaying Excel Electric Cookers.

No woman wants to stay in a hot kitchen and cook—every one knows that. You can now offer her a way out that is actually cheaper, better, COOLER and last, but not least, within reach of every woman's pocketbook.

### Women will gladly pay you \$6.<sup>49</sup>

For this Genuine \$10.00 Excel Electric Cooker

All you need do is tell them that you have such a thing—they will hunt *your store* up. Tell them about the large 2 gallon oven, pure aluminum pans, etc.

Show them the HIGH and LOW heat features—how it cooks quick, yet will keep meals hot all day.

Explain how it cooks the food in its own natural juices (thereby keeping all the vitamins in the food) and why this method gives the food such wonderfully delicious flavors.

Also demonstrate by actual figures just how the Excel will pay for itself in 60 days. By reason of practically

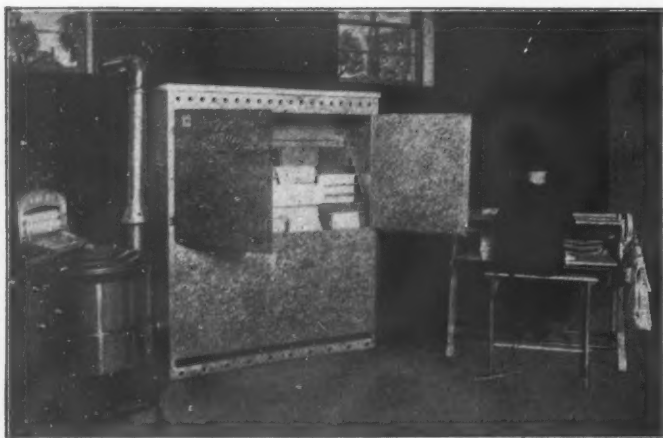
no shrinkage in meats and vegetables it will save \$1.00 per week.

And last, but not least, tell her that Excel gives her more time for pleasure, because she can put her dinner in the cooker and go or take it with her on Auto Picnics.

As a sales clincher, just mention that it makes dish-washing easy for there is no soot or dirt of any kind and only three things to wash.

Get your order in early for there will be Brides, Hot Days and Auto Picnics in June.

THE EXCEL ELECTRIC COMPANY, Muncie, Indiana, U. S. A.



### Boost Your Appliance Sales with the *Lamneck Laundry Dryer!*

**H**ERE is an appliance which should be in every home—a dependable, economical, good-looking laundry dryer. It provides a quick, easy and comfortable way of drying clothes—and protects them from dust and dirt.

With a LAMNECK in the laundry room the weather cannot interfere with wash-day plans. It may snow, sleet, rain or hail—the wind may blow up clouds of dust, neighbors' chimneys may spout sooty smoke—but the clothes in the LAMNECK DRYER will be spotless and daintily white.

Add the LAMNECK DRYER to your appliance line and make your wash-day chain complete. Sell your prospects a power washer, an electric ironer and a LAMNECK LAUNDRY DRYER.

Let us tell you more about the labor-saving LAMNECK furnished with either electric or gas heating units. The coupon below will bring you complete dealer information—mail it *now!*

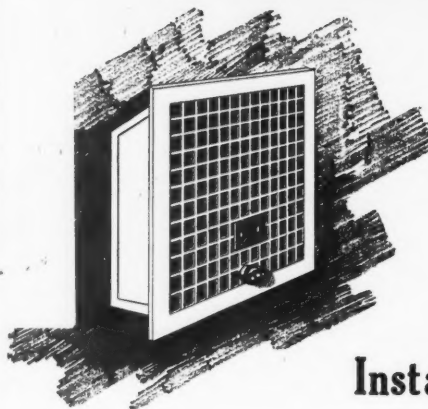
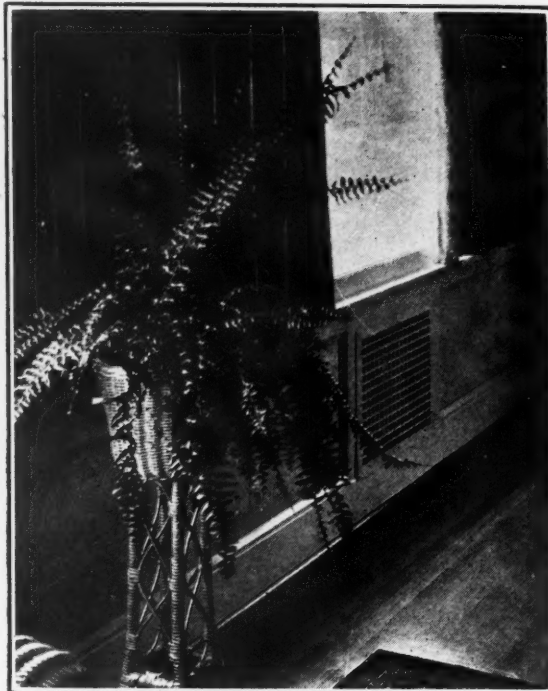
**THE W. E. LAMNECK COMPANY**  
Dept. E, Columbus, Ohio

THE W. E. LAMNECK COMPANY,  
Dept. E, Columbus, Ohio.

Gentlemen: I am interested in your Laundry Dryer. Please send me complete Dealer Information.

Name .....

Address .....



**The  
features  
you need  
to sell  
electric  
heating  
Installations—**

Most important of all, this is real heat! To adequate wattage there is added a principle of design which utilizes every degree of heat energy to the utmost.

It is equally efficient as a single unit or as a complete heating system for either residence or apartment house. Incidentally we believe it has established a record for the number of apartment houses it has won over to electric heat.

Made in eight capacities, each with three heats.

### **"Heet-Feet" Electric Registers**

Let us send you specifications and descriptive literature, together with testimonials. We can help you get electric heating installations on a plan that has proved itself. Write us!

**ELECTRIC HEATING & MFG. CO.**  
6th No. and Harrison Sts.,  
Seattle, Wash.

North Calif.  
Wholesale Elec. Co.  
1175 Howard St.  
San Francisco

South Calif.  
R. Wolfsberg, Inc.  
1851 Industrial St.  
Los Angeles

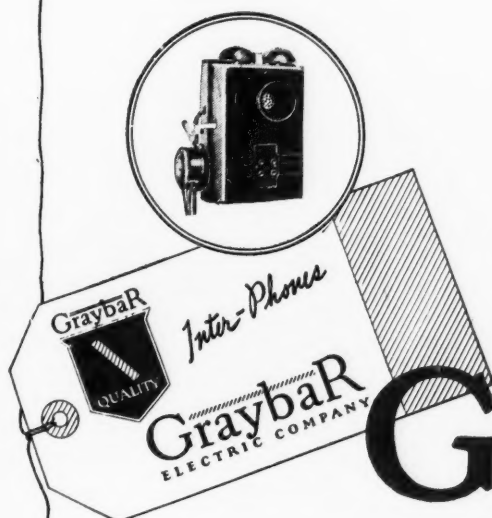
Florida  
Robertson Supply Co.  
Orlando,  
Florida



## *It draws you back*

An Inter-Phone installation, like a magnet, draws the contractor-dealer back for essential servicing — and further sales. For, as he renews the batteries, say, he talks other electrical products distributed by Graybar Electric.

Thus Western Electric Inter-Phones open the door for sales of vacuum cleaners, irons and clothes washers,—all backed by the unspoken guarantee of the Graybar tag.



# GraybaR

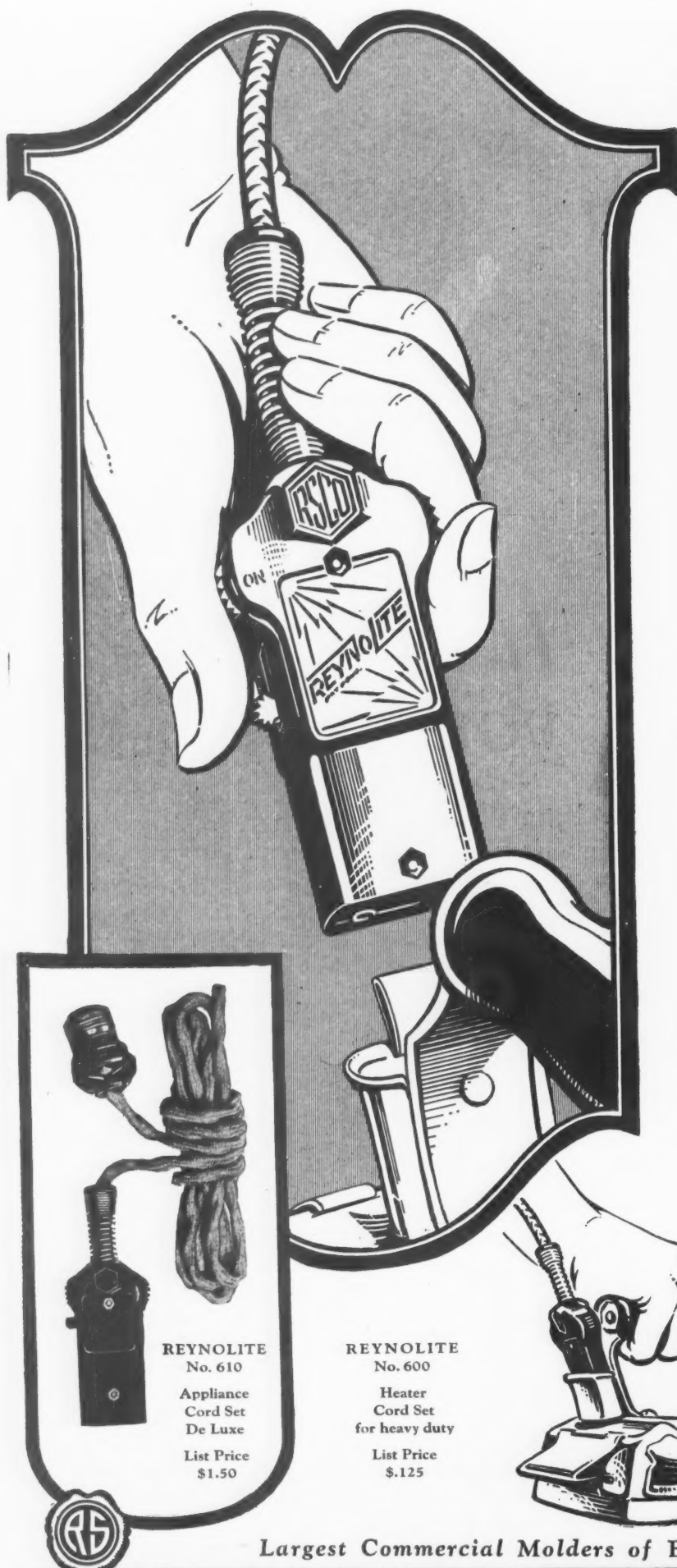
## ELECTRICAL SUPPLIES

Successor to *Western Electric* Supply Dept.

Offices in 55 Principal Cities

Executive Offices: 100 East 42nd Street, New York





**REYNOLITE**  
No. 610  
Appliance  
Cord Set  
De Luxe  
List Price  
\$1.50

**REYNOLITE**  
No. 600  
Heater  
Cord Set  
for heavy duty  
List Price  
\$.125

# REYNOLITE

Trade Mark Reg. U. S. Pat. Off.

## APPLIANCE CORD SETS

### Make Quick Summer Profits!

**O**BVIOUSLY superior to all others, they sell themselves on sight. They look their quality and they are just as good as they look. REYNOLITE Connector and Separable Plugs are molded of the best material known—cannot tarnish or corrode, unaffected by heat or cold, will not crumble or crush. Heater cord is Rockbestos special type, approved, and far superior to the ordinary flexible cord.

REYNOLITE No. 610 is made up of REYNOLITE No. 510 Universal switched appliance connector with new positive action lever switch and new design patented terminals, full six feet of blue-and-gold silk covered Rockbestos, extra flexible, approved heater cord and REYNOLITE No. 420 separable plug. For heavy duty service show REYNOLITE No. 600 Heater Cord Set, made up of REYNOLITE No. 500 Heater Connector, full six feet of heavy Rockbestos approved heater cable, and REYNOLITE No. 420 separable plug.

Packing—attractive 4-color individual containers—10 sets in counter display cartons—50 sets to standard package.

*Dealers: Share in the success of these fast selling products. If not obtainable from your jobber, write us direct and we will see that you are supplied.*

MONTH AFTER MONTH LEADING ALL SALES

## REYNOLITE

TRADE MARK REG. U. S. PAT. OFF.

### DIVISION

REYNOLDS SPRING CO.  
JACKSON, MICH.

New York • Chicago • Philadelphia • Dallas • Pittsburgh  
Los Angeles • Kansas City • Detroit • Atlanta

Largest Commercial Molders of BAKELITE and DUREZ

UTILITY • COMFORT • SAFETY •



**Design  
New**

**Function  
New**

**GUTH LITE**

Patents  
Pending

Designed  
and made by  
the inventors of  
BRASCOLITE

## Controls and Directs Light!

Here's a wonderful New Illuminator that solves the problem of actually controlling and directing light. A totally enclosed commercial lighting unit of high efficiency—combining features never before obtained.

Canopy, hanger and ornamental band finished in Antique Bronze. Reflector of white porcelain enamel with Ivory band. Made in plain and

ornamental styles. Packed in individual cartons. Complete, ready for installation.

### Exclusive Sales Proposition!

Experts declare that GuthLite will be the greatest illuminating sensation of the age. A big opportunity for live dealers. Write today for Exclusive Sales Proposition and Special Distributors' Terms.

#### Prices and Sizes:

Watts	Skt.	Dia. Ref.	Glass Size	Plain Ref. Plain Glass		Plain Ref. Dec. Glass		Orn. Band Dec. Glass		Orn. Band Plain Glass	
				No.	Price	No.	Price	No.	Price	No.	Price
75 to 150	Med.	12½"	8⅝" x 4"	B2820...	\$ 5.90	B2823...	\$ 6.45	B2826...	\$ 8.10	B2829...	\$ 7.55
200	Med.	17"	11⅜" x 5"	B2821...	8.35	B2824...	8.90	B2827...	11.10	B2830...	10.55
300 to 500	Mog.	21"	14⅞" x 6"	B2822...	11.65	B2825...	12.80	B2828...	15.55	B2831...	14.45

Brascolite



**The EDWIN F. GUTH COMPANY**

DESIGNERS - ENGINEERS - MANUFACTURERS

*Lighting Equipment*

ST. LOUIS, U.S.A.

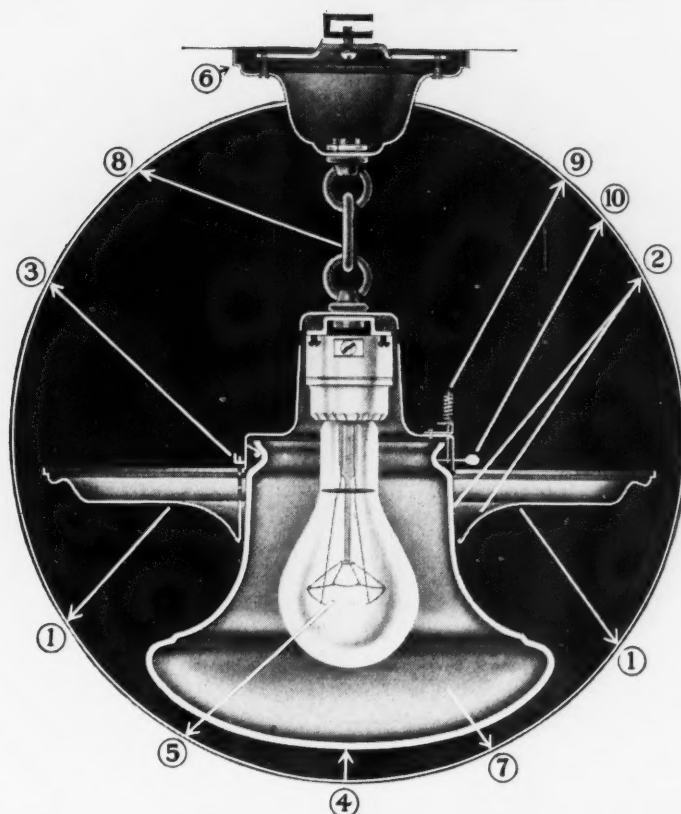
*GuthLite—More Light Where Most Needed*

Aglite





# NEW *and* BETTER



## GUTHLITE-Super-Illuminator

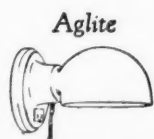
- (1) Adjustable white porcelain enameled reflector controls direction of light vertically and horizontally. Wide light distribution. Uniform intensity on the working plane.
- (2) Adequate, shadowless illumination of the ceiling by portion of globe which extends above the reflector. Light reflected to the ceiling as well as to the useful plane.
- (3) Ceiling light increased or diminished by raising or lowering reflector.
- (4) Low brightness at the source. No spots of high intensity. No glare.
- (5) Lamp filament positioned so that most of the light rays are diffused through neck of globe toward reflector, which directs them to the working plane over a wide area.
- (6) Adaptable for installation to any type of electric outlet or ceiling construction.
- (7) Glass globe scientifically designed to produce efficient total output and low brightness at the visible part of the globe.
- (8) Easily and quickly installed. Open-link hanger, so that additional chain can be added if desired.
- (9) Self-adjusting spring globe holder permits expansion of glass, preventing rattling or breakage.
- (10) Globe quickly applied or released for cleaning or re-lamping. Cleaned in a minute.

**The EDWIN F. GUTH COMPANY**

DESIGNERS - ENGINEERS - MANUFACTURERS

*Lighting Equipment*  
ST. LOUIS, U.S.A.

**GuthLite—More Light Where Most Needed**



Aglite

Reflector Flange





*This Trade Mark  
and TASSEL Identi-  
fies the Golden  
Tassel Line of  
H&H Pull Sockets*



# H & H

## GOLDEN TASSEL

(Solid Metal)

*The Badge of*  
**DISTINCTION**  
*on* H & H  
**PULL SOCKETS**

### *Tell by the Tassel—*

ORIGINATED and put on the chain so you can tell H&H Pull Sockets at a glance. It's there to guide you in getting the Value it stands for.

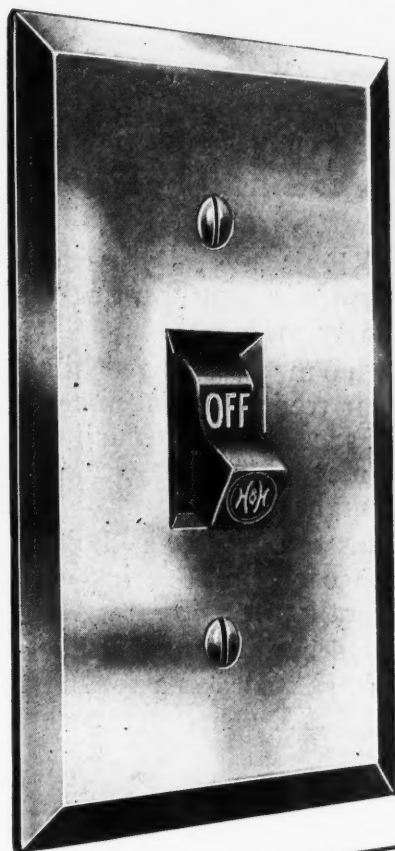
*Tell by the Tassel* that here you're getting the latest refinements you look for in socket design. . . The smooth, even pull of perfected mechanism.

*Tell by the Tassel* that here is the socket with the Golden Lining, to harmonize with the brass of the shell. (Replacing the old black fibre).

*Tell by the Tassel*—here's socket distinction all through! Not only in the parts you see, but the unseen parts which make for permanence in your wiring.

**THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.**

# FLUSH H & H SWITCHES



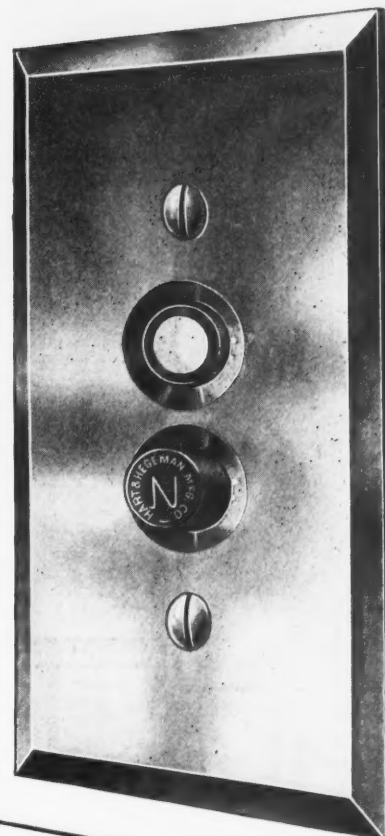
NUTMEG

*"4401" Shallow Push*

TUMBLER

*"8601" ~ Square*

Competitive  
priced



## Their Long Life *Saves the Life* of *Competitive-price Wiring Jobs*

FRIENDLY Switches — they back you up when you're up against the low-bid jobs. Help you in keeping down to a price without cutting down the permanence of your work.

NUTMEG "Push" you know of old; its low price has never denied you dependable *mechanism*. Its sturdiness, through the years, has been priceless.

For your newer needs in a *Tumbler*:—8601 Square; sister switch to NUTMEG. Like NUTMEG it stands at the head of its price-class, because it stands out from that class mechanically.

These switches couldn't help but share the craftsmanship in the H&H higher-priced jobs. So share it all you can in your *own* jobs.

**THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.**

*Makers of Electric Switches since 1891*





Caravel Torchiere  
No. 2543



Square-Bird-Torchere  
No. 2545



Hexagon-Floral-Torchere  
No. 2544

## Small lamps sell in summer

The Consolidated Lamp & Glass Company's

### New TORCHERE

The TORCHERE is a really clever novelty table lamp—new, beautifully decorated, popularly priced.

Buyers to whom we showed the TORCHERE in advance of our trade announcement, told us it had all the elements of successful, fast-moving merchandise—with plenty of margin for the dealer. Test sales proved it a nimble number.

There are three designs, as illustrated, with a choice of four styles of decoration on each, in a variety of beautiful tints. They sell, generally, in pairs.

The TORCHERE is 8 in. high, 4 in. in diameter, supplied complete with socket, 6 ft. silk cord and separable plug. Net price to trade, \$2.75 each—suggested resale, \$5.50.

ORDER A SAMPLE ASSORTMENT—two of each design—and let the TORCHERE itself sell you on your season's requirements. You will find it new, different. Its beauty appeals to your most discriminating trade—its price puts it within easy reach of all.

TORCHERE is a self-seller, if ever there was one—and your profit is \$5.50 the pair.

**CONSOLIDATED LAMP &  
GLASS CO.**

Coraopolis, Pa.

# "BUFFALO BREEZO"

## is simple to install~

Sell your prospects primarily on the quietness, reliability, efficiency and appearance of the Buffalo Breezo, but remember that a big feature in many instances is the lightness of the Breezo, and its easy installation. Whether installed in the upper portion of a window or in an opening in the wall, Breezo construction is just right, being light but very strong.

We have a complete manual for salesmen, No. 2320, which tells how and where to install fans to take care of certain conditions. If you haven't a copy, write for it now—so that you can get your share of this profitable business.



Where the dining room is small, ceilings are low, or for other reasons which make kitchen odors permeate the dining room, the silent, unobtrusive "Buffalo" Breezo is just the fan for this work.

### Breezo Fans

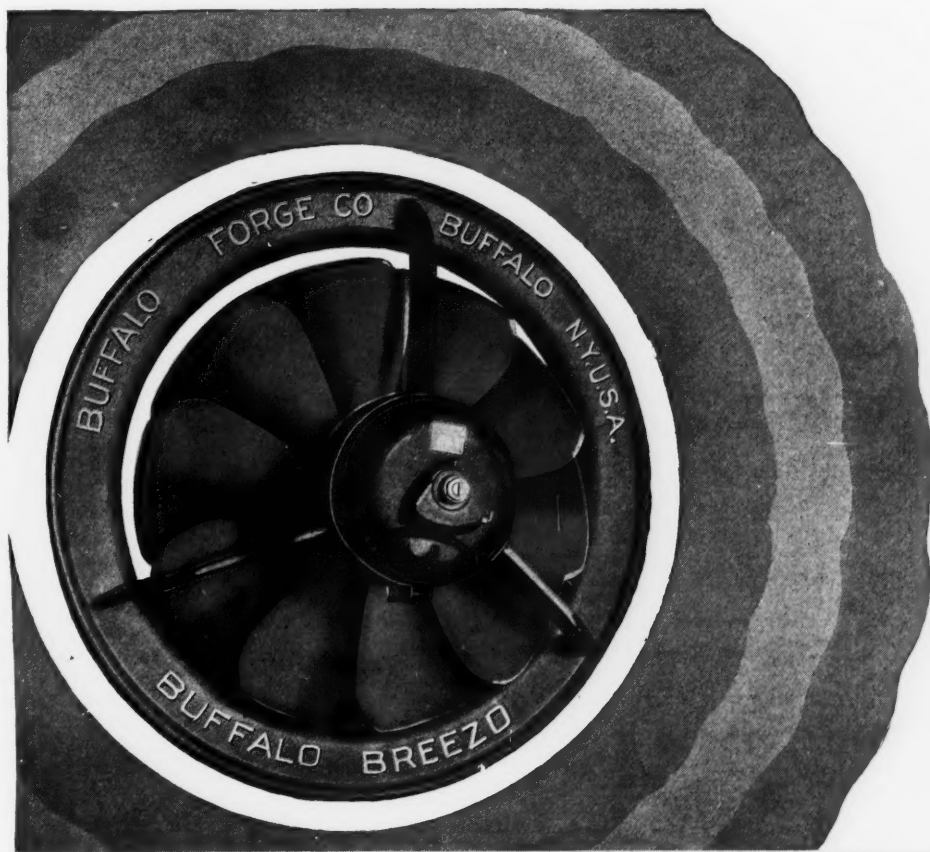
are made in the center of the Nation's great consuming area. Over-night delivery by Express to all Jobbers accepting our liberal agency proposition.

*Write for particulars Today*

### 10 Points of Superiority

#### No. 4

LUBRICATION of bearings (of waste-packed type) is such that each fan so equipped will run 2500 hours without re-oiling.



## BUFFALO FORGE COMPANY

205 MORTIMER STREET, BUFFALO, N. Y.

# Get YOUR share of this business!



**Jove Fire Alarm Boxes**

The highest grade of low priced non-interfering fire alarm box ever produced. Ready to operate when installed and free from future troubles. Hard silver self-cleaning contacts, thorough insulation, no danger of grounds or shorts. Approved everywhere by State and Labor bureaus and sold under a long-time guarantee.



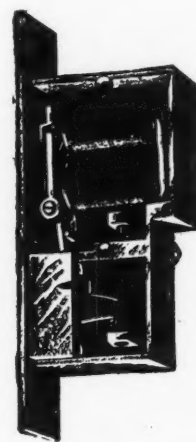
**Burglar Alarm Lock Switches**

Readily placed on doors of stores, residences, offices and other buildings equipped with burglar alarm systems so that authorized owners of proper keys can either enter or leave without sounding the alarm. A convenience readily appreciated by most builders and users. Has Yale lock and is furnished with three keys and twelve-inch rod.

Most of the electrical equipment for buildings is specified. Getting the order to supply and install, is largely a matter of reputation and price.

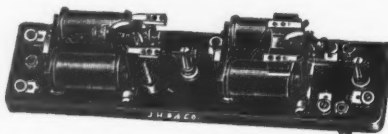
But there are sales opportunities not always covered by the specifications—opportunities to the contractor who is keen enough to actually “sell” better equipment to meet the needs.

For almost half a century Bunnell products have been recognized everywhere as leaders.



**Electric Door Opener**

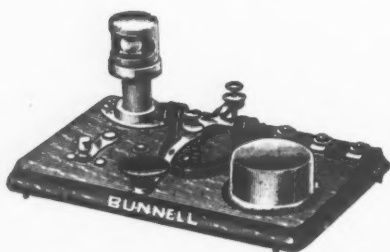
Positive action assured. Superior lock releasing device operated by armature requires only two open circuit cells for moderately long lines and never more than four cells for longest circuits with heavy doors. Heavy brass and correct design make this opener practically indestructible. Can be either mortised or rim-fitted into door frame.



**Fire and Burglar Alarm Relays**

Absolutely dependable equipment approved by States and Municipalities everywhere. Large magnets wound with best quality of magnet wire to specified resistances. Accurate work insures perfect operation and a great saving in original cost and battery maintenance. Proof against tampering. Types to meet any requirements.

## You can sell these transmitting specials, too!

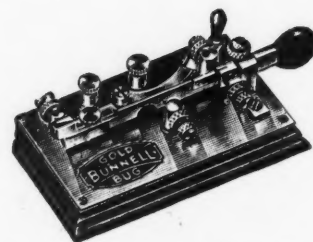


**The Blinko Buzzplex**

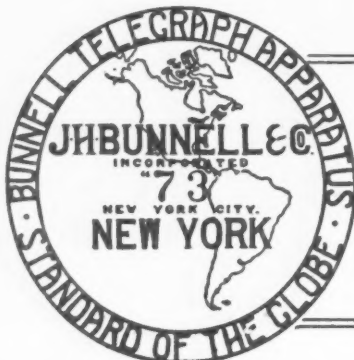
The best apparatus for learning wireless or radio signals. Gives both audible and visible signals. Used in military schools, by boy scouts or wherever code is taught. Complete with key, buzzer, lamp, battery, telephone head set, instruction book and code chart.

**Gold Bug Transmitting Key**

Known the world over for its simplicity of operation and ease of adjustment. Has the fewest parts, is easier to adjust and has the best carrying qualities of any semi-automatic transmitting machine on the market. Complete with cord and wedge—carrying case also furnished as extra.



Bunnell reputation for quality products is based largely on Bunnell-made specialties, Bunnell-guaranteed on a money-back basis. *Have you catalogs and price list?*



## J. H. BUNNELL & COMPANY

(INCORPORATED)

Manufacturers and Distributors

Telegraph, Telephone, Radio and Other Electrical Equipment. Fire and Burglar Alarm Equipment for Factories, Warehouses and Municipalities.

Est. 1879

32 Park Place, New York, N. Y., U.S.A.



# Whose Windows Create Increased Sales

Two of the greatest sales creators in any season are a good electric sign and brilliantly lit windows. The electrical merchant of all others should use light plentifully—it pays.

It is undoubtedly the dramatic quality in comic strips which causes them to be so universally read. A similar dramatic effect was recently obtained in a vacuum cleaner window of the Colorado Public Service Company in Boulder by means of the use of cartoon labels suspended over doll figures.



There is a whole sales campaign plan in this window. The psychology of the "last chance" is used to get action from the procrastinating purchaser. Seasonable summer merchandise, a sales plan and a good window are three elements that combine to make profits.

**72% Increase**

**Eureka  
Net Sales**

**March-April 1926**

**Over**

**March-April 1925**



*The Grand Prize*



**EUR  
VACUUM**



# X-Ray Floodlights

TRADE MARK REG.



The No. 60 X-Ray  
Projector for 500-  
watt Mazda lamp.

## Defy the Night!

The time for floodlighting is here. Every electrical man should take advantage of the golden opportunities this season affords to sell floodlighting.

A floodlighted building is not only a splendid advertisement for the owner of the building, but for the man who installs the projectors as well.

*X-Ray Projectors are used the world over. Sell them now!*

### CURTIS LIGHTING, Inc.

1119 West Jackson Boulevard  
CHICAGO

31 West Forty-Sixth Street  
New York

3113 West Sixth Street  
Los Angeles



MONTGOMERY WARD & CO. PLANT AT MINNEAPOLIS, X-RAY FLOODLIGHTED



# A tremendous by the electrical *This list is growing rapidly*

Compare it with that published in the February issue. 25 new names have since been added. Nearly all tested the Premier Duplex and compared it with others before they decided to sell it.

Adirondack Power & Light Corporation,  
Schenectady, New York  
Alabama Power Co., Birmingham, Ala.  
Alexandria Light & Power Co., Alexandria, Va.  
Alton Gas & Electric Co., Alton, Ill.  
Arkansas Central Power Co., Little Rock, Ark.  
Arkansas-Missouri Power Co., Blythesville, Ark.  
Arkansas Utilities Co., Helena, Ark.  
Asheville Power & Light Co., Asheville, N. C.  
\*Ashdown Electric & Ice Co., Ashdown, Texas  
Bend Light & Water Power Co., Bend, Oregon  
Birmingham Electric Co., Birmingham, Ala.  
Blue River Power Co., Seward, Neb.  
Brush Electric Co., Galveston, Texas  
Burlington Light & Power Co., Burlington, Vt.  
Caldwell Power Co., Lenoir, N. C.  
Canton Electric Co., Canton, N. C.  
Central Power Co., Grand Island, Neb.  
\*Chester Valley Electric Co., Coatesville, Penn.  
Citizens Light & Power Co., Adrian, Mich.  
Cleveland Southwestern Railway & Light Co.,  
Cleveland, Ohio  
Columbus Railway, Power & Light Co.,  
Columbus, Ohio  
Connecticut Light & Power Co.,  
Waterbury, Conn.  
Consolidated Electric Co., Greenwich, N. Y.  
Consolidated Power & Light Co.,  
Deadwood, So. Dak.  
Daytona Public Service Co., Daytona, Fla.  
Danbury & Bethel Gas & Electric Co.,  
Danbury, Conn.  
Durham Public Service Co., Durham, N. C.  
Eastern New Jersey Power Co.,  
Asbury Park, N. J.  
Eastern New York Utilities Corp.,  
Rensselaer, N. Y.  
\*Eastern Oregon Light & Power Co., Baker, Ore.  
\*East Texas Public Service Co., Marshall, Texas  
Edison Electric Illuminating Co. of Boston,  
Boston, Mass.  
Edison Electric Co., Lancaster, Pa.  
\*Edison Light & Power Co., York, Pa.  
\*Electric Service Corporation,  
Shawenegan Falls, Quebec, Canada  
Elmira Water, Light & Railroad Co.,  
Elmira, N. Y.  
Falls Electric Shop, Chagrin Falls, Ohio  
Florida Power & Light Co., Miami, Fla.  
Fulton County Gas & Electric Co.,  
Gloversville, N. Y.  
Georgia Railway & Power Co., Atlanta, Ga.  
Gulf Electric Company, Mobile, Ala.  
Heating & Appliance Co., Utica, New York

\*Home Electric Light & Steam Heating Co.,  
Tyrone, Pa.  
Houston Lighting & Power Co., Houston, Texas  
Idaho Power & Light Co., Boise, Idaho  
Illinois Power & Light Co., Chicago, Ill.  
Iowa Railway & Light Co., Cedar Rapids, Iowa  
Iowa Service Co., Lincoln, Neb.  
Iowa Southern Utilities Co., Centerville, Iowa  
Jackson Railway & Light Co., Jackson, Tenn.  
Jersey Central Power & Light Co.,  
Long Branch, N. J.  
Kansas City Power & Light Co., Wichita, Kan.  
\*Kansas Electric Power Co., Lawrence, Kan.  
Kansas Gas & Electric Co., Wichita, Kan.  
Knoxville Power & Light Co., Knoxville, Tenn.  
Lake Superior District Power Co., Ashland, Wis.  
Lake Shore Power Co., Toledo, Ohio  
Lockport Light, Heat & Power Co.,  
Lockport, N. Y.  
Maryville Electric Light & Power Co.,  
Lincoln, Neb.  
Macon Railway & Light Co., Macon, Ga.  
\*Mena Electric & Ice Co., Mena, Ark.  
\*Mercer County Light, Heat & Power Co.,  
Greenville, Pa.  
Miami Electric Light & Power Co., Miami, Fla.  
\*Miami Valley Electric Co.,  
Sidney and DeGraff, Ohio  
Milledgeville Lighting Co., Milledgeville, Ga.  
\*Minnesota Electric Light & Power Co.,  
Cushing, Okla.  
Minnesota Power & Light Co., Duluth, Minn.  
Mississippi Power Co., Gulfport, Miss.  
\*Montgomery Electric Light & Power Co.,  
Canajoharie, N. Y.  
\*Mountain States Power Co., Albany, Oregon  
Nashville Railway & Light Co., Nashville, Tenn.  
Nebraska Gas & Electric Co., Lincoln, Nebr.  
Nebraska Power Co., Omaha, Neb.  
New Orleans Public Service Co.,  
New Orleans, La.  
\*Newport News & Hampton Railway, Gas &  
Electric Co., Newport News, Virginia  
New York Edison Co., New York, N. Y.  
Northwestern Public Service Co., Huron, S. D.  
\*Nova Scotia Tramways & Power, Ltd.,  
Halifax, N. S., Canada  
Ohio Electric Power Co., Ravenna, Ohio  
Ohio Public Service Co., Cleveland, Ohio  
Oklahoma Gas & Electric Co.,  
Oklahoma City, Okla.  
Omaha and Lincoln Railway & Light Co.,  
Ralston, Neb.

Pacific Power & Light Co., Portland, Ore.  
Pensacola Electric Co., Pensacola, Fla.  
Philadelphia Electric Co., Philadelphia, Pa.  
\*Philadelphia Suburban Gas & Electric Co.,  
Jenkintown, Pa.  
Pinellas Power Co., St. Petersburg, Fla.  
Portland Electric Power Co., Portland, Ore.  
Portsmouth Public Service Co., Portsmouth, O.  
Puget Sound Power & Light Co., Seattle, Wash.  
Quebec Power Co., Quebec, Que.  
Salem Lighting Co., Salem, Ohio  
San Angelo Water, Light & Power Co.,  
San Angelo, Texas  
\*San Diego Consolidated Gas & Electric Co.,  
San Diego, Cal.  
Savannah Electric & Power Co., Savannah, Ga.  
Seneca Light & Power Co., Attica, Ohio  
Southern Colorado Power Co., Pueblo, Col.  
South Georgia Public Service Co., Cordele, Ga.  
Southern Canada Power Co., Ltd.,  
Montreal, Que.  
Southern Michigan Light & Power Co.,  
Hudson, Michigan  
Southern Minnesota Power & Light Co.,  
Albert Lea, Minn.  
\*Southern Nebraska Power Co., Superior, Neb.  
Southern Ohio Public Service Co.,  
Zanesville, Ohio  
Southern Utilities Co., Palatka, Fla.  
Southwestern Gas & Electric Co.,  
Texarkana, Arkansas-Texas  
\*Southwestern Public Service Company,  
Amarillo, Texas  
St. Lawrence County Utilities, Inc.,  
Potsdam, N. Y.  
Texas Power & Light Co., Dallas, Texas  
Tecumseh Electric Co., Tecumseh, Mich.  
Telluride Power Co., Salt Lake City, Utah  
Chas. H. Tenney Co., Properties, Boston, Mass.  
The Toledo Edison Co., Toledo, Ohio  
Topeka Edison Company, Topeka, Kan.  
\*Union City Electric Co.,  
Union City, Ohio and Indiana  
Union Electric Co., Abilene, Kan.  
United Light & Power Co., Davenport, Iowa  
Utah Power & Light Co., Salt Lake City, Utah  
\*Valdosta Lighting Co., Valdosta, Ga.  
\*Ware County Light & Power Co., Waycross, Ga.  
Watertown Public Service Co., Watertown, S. D.  
\*Western United Gas & Electric Co., Aurora, Ill.  
Wichita Falls Electric Co., Wichita Falls, Tex.  
Windsor Hydro-Electric System, Windsor, Ont.  
Wooster Electric Co., Wooster, Ohio

\*Added since February,  
1926.

## Premier Duplex

Manufactured and distributed in  
Canada by the Premier Vacuum  
Cleaner Company, Ltd.  
Toronto.

ELECTRIC · VACUUM · CLEANER · COMPANY, Inc. · · CLEVELAND, OHIO

# endorsement authorities of the world

Over 130 central station companies serving thousands of communities, sell the Premier Duplex. We believe this is the greatest list merchandising any electrical appliance manufactured to-day. And it is growing rapidly.

We consider the central stations of the United States and Canada, the electrical authorities of the world. It is certain that they would not jeopardize their good name, by offering any other than the leader in its field. We value them highly, as our merchandising representatives.

## Easier and Better Cleaning

Double action gives the Premier Duplex easier and better cleaning. Powerful suction is ideally combined with a motor driven-brush to get *all* the dirt. And the ball bearing construction means elimination of the bother and nuisance of oiling—and adds years of life to the cleaner itself.

All in all, the Premier Duplex cleans *easier, better and lasts longer*. Compare it with others.

# Premier Duplex

We value an opportunity to present our story to interested central stations. We have a real profit-maker to offer you.



## Big Summer Sales!

The Premier Duplex is a fast seller, fall—winter—spring—SUMMER! Boost sales *now* and reap your regular year-round big profits.

# Think This Over!

There's every good reason why every good vacuum cleaner and every good motored utility should have a ball bearing motor.

It is only a question of time when all of them will be so equipped—simply because a better-informed public will demand it.

Meanwhile, far-sighted dealers are already profiting—in easier sales and lower servicing expense—by selling the product of those progressive manufacturers who have already standardized on “Norma” Precision Ball Bearings.

*Are you ready to meet  
the inevitable demand?*

**NORMA-HOFFMANN  
BEARINGS CORPORATION**

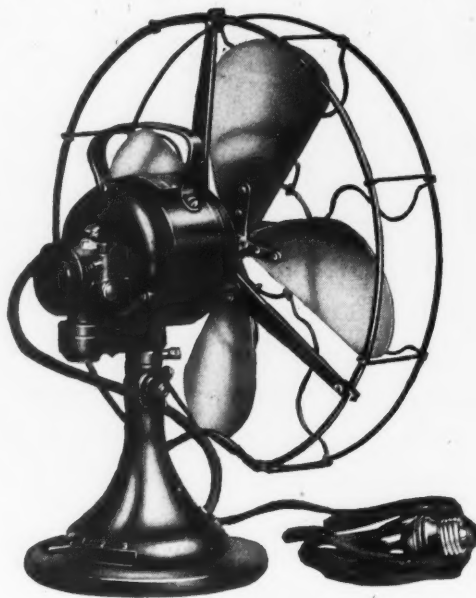
Stamford — Connecticut

PRECISION BALL, ROLLER AND THRUST BEARINGS



# "NORMA"

## "They Keep a-Running"



Century 9-in. Portable Oscillating Fan  
Built for A.C. and D.C. Service

## For Home Use—a Rapid Seller

The Century 9-inch, 3-speed Oscillator — especially suitable for home use — has all the essentials of a rapid selling fan. Its pleasing appearance harmonizes with home surroundings — slow, quiet, rhythmic oscillation makes the air movement effective at greater distances and over wider areas.

- (1) Motor body and oscillating mechanism fully enclosed — dust and dirt excluded.
- (2) Double reduction steel worms and bronze gears forming the oscillating mechanism are generously proportioned — gears cannot be stripped — oscillating mechanism packed with high grade graphite grease — always well lubricated.
- (3) Bearings of phosphor bronze — the same as used in Century power motors — machined on all dimensions to accurate dimensions and provided with machine-cut figure-8 oil grooves.
- (4) Ball-ratchet escapement device permits adjustment of the arc of oscillation without lifting or moving the fan — and prevents tipping over if the fan oscillates into contact with a stationary object.
- (5) Base of pressed steel — the whole fan durable and light weight — easily carried.

The Century fan line includes:

Stationary 9-inch Portable, 1-speed switch in base, for A.C.  
Oscillating 9, 12 and 16-inch, 3-speed Portable, for A.C. and D.C.  
Ceiling 58-inch sweep, 3-speed, for A.C. and D.C.  
Ventilating 16-inch, 3-speed, for A.C. and D.C.

Send for complete sales information.

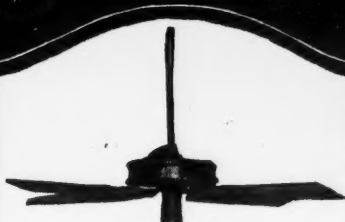
**CENTURY ELECTRIC COMPANY**  
1806 Pine St. St. Louis, Mo.

For More Than 23 Years at St. Louis

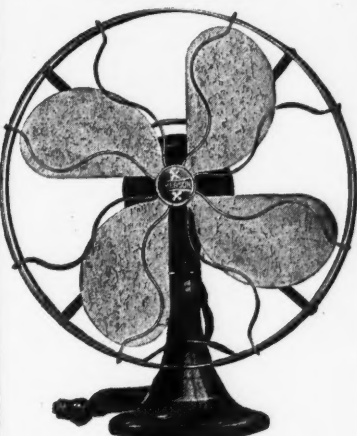




# How is Your Fan Supply ?



56-inch, 4 blade  
A. C. Ceiling Fan



16-inch, 4 blade  
A. C. oscillator



12-inch, 4 blade  
A. C. oscillator



*"Sorry, but I'm  
all out of fans."*

WITH the big selling season right in front of you, be sure you have plenty of fans in stock. Don't run out of fans right at the easiest selling time! Large stocks of Emerson Fans are carried at St. Louis, New York, Chicago, Dallas and Houston, and at other convenient points. Even such stocks diminish rapidly in the rush season. If you have to wait even a day for delivery when hot weather breaks, it is going to cost you sales. Replenish your stock now and don't lose a single sale when the easiest fan selling time comes.

**The Emerson Electric Mfg. Co.**

2018 Washington Ave., St. Louis, Mo.  
50 Church St., New York City - 609 South Dearborn St., Chicago, Ill.

**HAVE YOU EVER HEARD OF AN EMERSON FAN WEARING OUT?**

## EMERSON FANS

**with the 5 year guarantee**

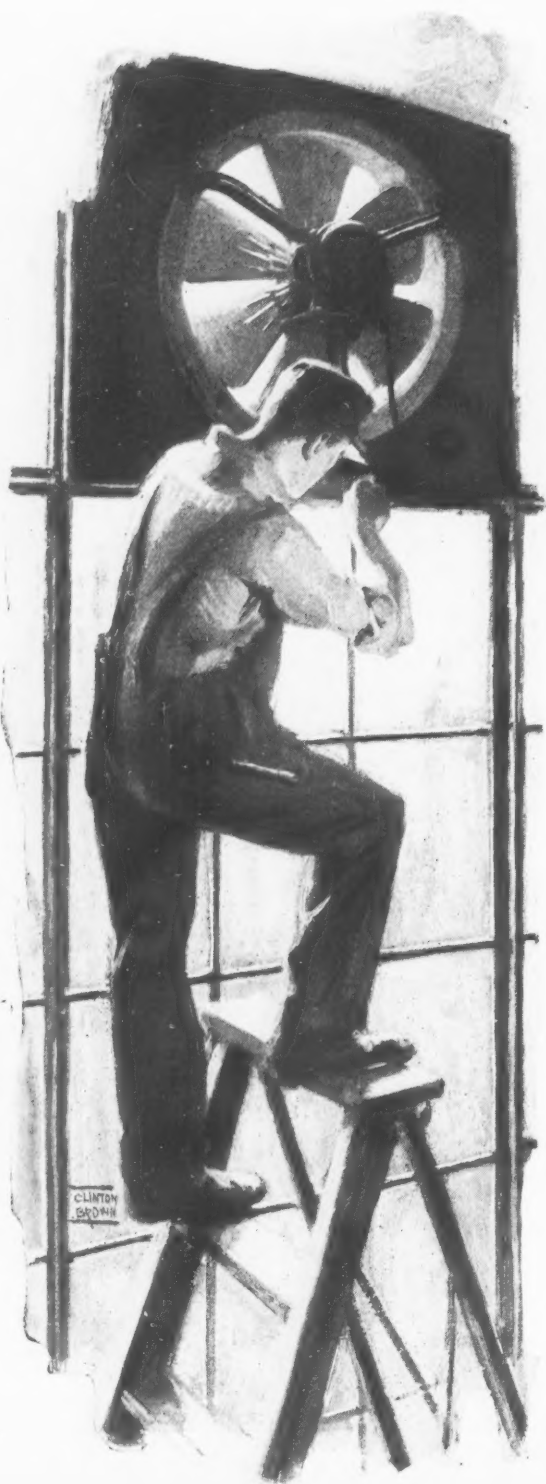








# INSTALL A STURTEVANT and you install a business-builder!



(1) STURTEVANT is a name that your fan customers know—a name that stands for sixty years of ventilating experience.

Install a Sturtevant and your customer will commend your judgment.

(2) The Sturtevant is of lasting, dependable construction. It is built in the traditional thorough Sturtevant way—sturdy throughout; no skimping anywhere.

Your reputation—your business—largely depends on the service of the equipment you install. A Sturtevant will never fail you.

(3) The Sturtevant is the most efficient fan of its type ever developed.

Ventilation is the job of a ventilating fan. The better it does it the more satisfaction it creates.

*Tie up to Sturtevant as a matter of good business!*

## *The Sturtevant proposition will be sure to interest you*

Get in touch with the nearest Sturtevant or Graybar Electric Company office and get full information regarding this profitable dealer-contractor proposition. Ask, also, for a copy of Dealers' Price Book No. 335. It's a mighty useful book to have on hand—contains complete price data and much helpful information on ventilation.



**B. F. STURTEVANT COMPANY**  
Main Office: Hyde Park, Boston, Mass.  
*Distributor: Graybar Electric Company*

# Sturtevant



*The most efficient  
fan of its type ever developed*

The Sturtevant Ventilating Fan shown above is the latest Sturtevant achievement.

The fact that this fan is more efficient—that size for size it will deliver more air—than any other similar fan on the market, is alone a selling point of great weight which you can use to marked advantage.

The Sturtevant is a ventilating fan that you can depend on. There is not a single piece of flimsy construction in it. Rugged throughout. Strong, rigid blades. Enclosed motor—thoroughly protected against dust, fumes, grease, etc. Exceptionally quiet in operation.

If the name STURTEVANT is on a fan you can install it with confidence.

*At  
Your Service*

**Sturtevant**

Atlanta, Ga.	Minneapolis,
Boston, Mass.	Minn.
Buffalo, N. Y.	Montreal, Canada
Camden, N. J.	New York, N. Y.
Charlotte, N. C.	Pittsburgh, Pa.
Chicago, Ill.	Portland, Ore.
Cincinnati, O.	Rochester, N. Y.
Cleveland, O.	St. Louis, Mo.
Dallas, Texas.	Salt Lake City,
Denver, Colo.	Utah
Detroit, Mich.	San Francisco,
Hartford, Conn.	Cal.
Indianapolis, Ind.	Seattle, Wash.
Kansas City, Mo.	Toronto, Ont.
Los Angeles, Cal.	Washington, D. C.

**GraybaR**

Albany, N. Y.	Newark, N. J.
Atlanta, Ga.	New Haven,
Baltimore, Md.	Conn.
Birmingham, Ala.	New Orleans, La.
Boston, Mass.	New York, N. Y.
Brooklyn, N. Y.	Norfolk, Va.
Buffalo, N. Y.	Oakland, Cal.
Charlotte, N. C.	Omaha, Neb.
Chicago, Ill.	Philadelphia, Pa.
Cincinnati, O.	Pittsburgh, Pa.
Cleveland, O.	Portland, Ore.
Columbus, O.	Providence, R. I.
Dallas, Texas	Richmond, Va.
Davenport, Ia.	St. Louis, Mo.
Denver, Col.	St. Paul, Minn.
Detroit, Mich.	Salt Lake City,
Duluth, Minn.	Utah
Grand Rapids,	San Antonio,
Mich.	Texas
Harrisburg, Pa.	San Francisco,
Houston, Texas	Cal.
Indianapolis, Ind.	Savannah, Ga.
Jacksonville, Fla.	Seattle, Wash.
Kansas City, Mo.	Spokane, Wash.
Los Angeles, Cal.	Syracuse, N. Y.
Memphis, Tenn.	Tacoma, Wash.
Miami, Fla.	Tampa, Fla.
Milwaukee, Wisc.	Toledo, O.
Minneapolis,	Worcester, Mass.
Minn.	Youngstown,
Nashville, Tenn.	Ohio

*A name that stands for sixty  
years of ventilating experience*





# Will it get the THIRD O.K.?

Of course, the motor on any electrical appliance you sell will bear the O. K. of its *maker* before it leaves his factory. And, of course, it must have the *appliance manufacturer's* O. K. before it is accepted.

But will it get the third O. K.—the important O. K.—from the housewife who buys a vacuum cleaner, ironer, washing machine or sewing machine; from skilled and unskilled labor operating a wide variety of drills, pipe-threading machines, saws and grinders.

Every activity of the Domestic Electric Company is concentrated on this last O. K., which can be won only through satisfactory and uninterrupted motor service.

Domestic Electric engineers first study the appliance and thoroughly famil-

iarize themselves with the conditions under which the motor must work. They supervise the development of a motor to meet these special needs. They are in contact with the appliance manufacturer after the appliance goes on the market to insure a perfect installation.

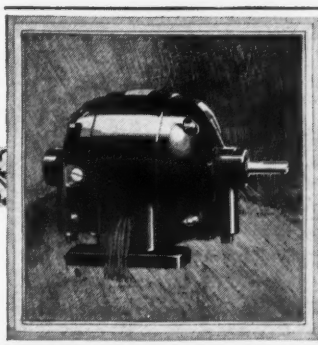
Only the manufacturers of highly dependable appliances are on the Domestic list of customers. Only motors that have been tested and proved under actual service conditions ever bear the Domestic nameplate.

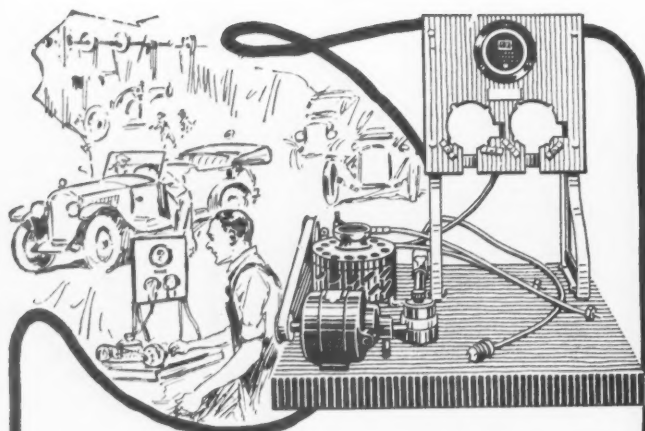
The advantages of this highly specialized service are realized by electrical dealers in the higher operating efficiency, the uninterrupted service, the lower service costs and the longer life of Domestic-powered appliances.

DOMESTIC ELECTRIC COMPANY  
CLEVELAND OHIO

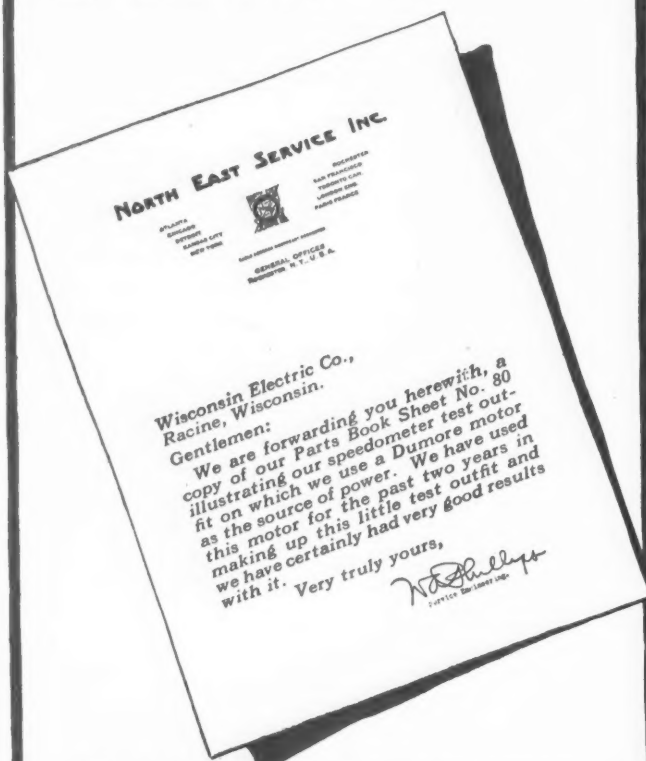
*Manufacturers of Fractional Horsepower Motors Exclusively*

## Domestic Electric Motors





## Why Your Speedometer Is Accurate!



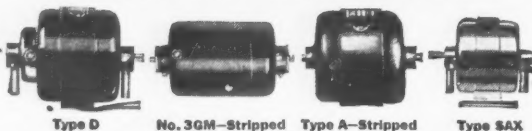
**S**PEEDOMETERS *must* be accurate. So when the North East Service Inc. needed a smooth, even, dependable source of power for testing their speedometers, they naturally came to Dumore.

As we have served them, perhaps we can serve you. Our Engineering Service Department knows how to adapt small motors to new and unusual uses. Put your problem up to us.

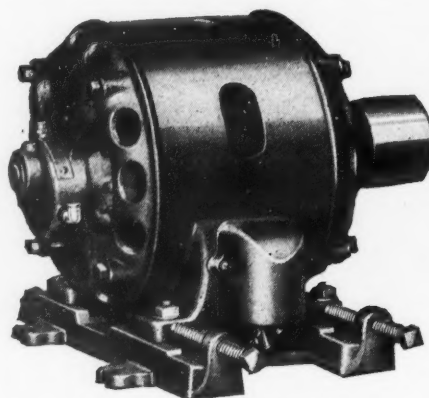
Wisconsin Electric Company  
 19 Sixteenth St. - Racine, Wis.

# DUMORE

## Fractional H.P. Motors



## "They Keep a-Running"



*1/2 Horse Power Century Repulsion-start Induction Single-Phase Motor*

## Brushes Used Only for Starting

Brushes in all Century Repulsion-start Induction Single-phase Motors last for years. Many owners report that their Century Motors have been in operation for more than 20 years without a single brush replacement.

- (1) Brushes touch the commutator only during the starting period.
- (2) In many classes of service this means that the brushes touch the commutator only about 1/900th of the time that the motor is in operation.
- (3) When reaching full speed, a positive governor action automatically releases brush tension and allows these motors to run as induction motors.
- (4) Quiet operation results—no radio "interference" can be present.

Combined with the application of the Century Wool-yarn System of Lubrication in one horse power and smaller motors, insuring at least one year of 24-hour-per-day operation without reoiling, these facts make Century Repulsion-start Induction Single-phase Motors widely popular for use in household refrigerating systems, oil burners, house pumps and other commercial applications of a similar nature.

Temperature rise not more than 40 deg. Centigrade. Built in other standard sizes from 1/8 to 40 horse power.

**Century Electric Company**  
 1806 Pine St.      St. Louis, Mo.

*For More Than 23 Years at St. Louis*

1/8 to 40 H.P.

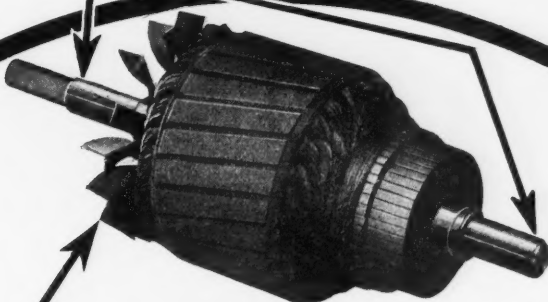


1/8 to 40 H.P.



Large, well-lubricated bearing surfaces—grease cup lubrication on sizes below  $\frac{1}{3}$  hp.; oil ring lubrication on larger sizes.

The feature of this motor—no starting switch—no short-circuiting devices. Note the simplicity and sturdy construction of the armature without these devices.



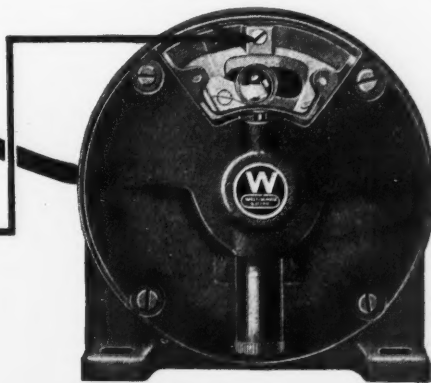
efficient fan which assures good ventilation.

Requires only one-third the starting current of a split-phase motor.

THE ARS motor is especially desirable for such applications as: household water systems, pumps, compressors, vending machines, household refrigerators, meat choppers, and all applications where frequent starting, together with high starting torque and low starting current, are required.

Westinghouse Electric & Manufacturing Company  
East Pittsburgh, Pennsylvania  
Sales Offices in All Principal Cities of  
the United States and Foreign Countries

To reverse this motor it is only necessary to loosen this one screw and move the rocker ring.

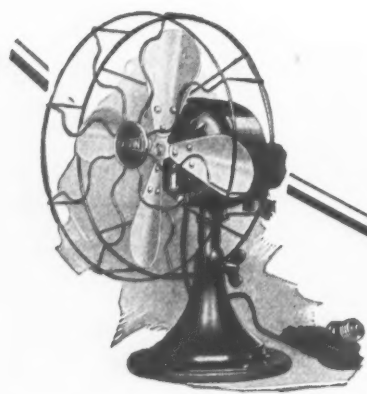


Ventilating and drip-proof features so successful on CAH and CDH lines are also included in ARS motors.

# Westinghouse

X 82138





# Put the Fan Sales Question up to GALVIN

Naturally the sale of Electric Fans interests you right now. The line you feature, that you put your "sales pep" behind, should get your careful consideration. We say that we have the line you can get the most fan business with. You'll agree with us at the end of the 1926 fan season. For the beginning of the 1926 fan season be sure you are well supplied with Galvin Fans. Settle the fan sales question now.

Our line includes the following:

- 9-in. Non-Oscillating—Induction.
- 9-in. Oscillating Induction or Universal.
- 10-in. Non-Oscillating—Induction.
- 10-in. Oscillating Induction or Universal.
- 12-in., 14-in. and 16-in. Oscillating—Induction or Direct Current.
- 9-in. JACK FROST in putty buff, green or black, lacquer finish.

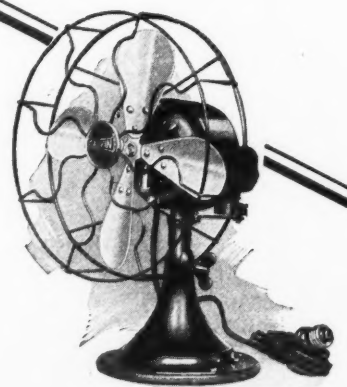
Also manufacturers of the famous Galvin Fractional H.P. Motors.

Write for full particulars and free bulletins.

## Galvin Electric Manufacturing Co.

Export Dept.  
149 Broadway, New York, N. Y.

3320 So. Broadway  
St. Louis, Mo.





# Here it is!

**for SERVICE MEN**

**ELECTRICAL REPAIR SHOPS**

**Appliance Dealers**

**Motor Dealers**

**Motor Repair Depts.**

**Schools and Colleges**

**Industrial Repair Depts.**

**Police and Fire Dept.**

**Power and Light Companies**

**Kit No. 35**

132 brushes accommodating over 300 motors. Includes chart to expedite and simplify matters.

Price \$25.00

**The Ohio Carbon Co., 8220 Almira Ave., Cleveland, O.**

**Send for this today and save time and trouble**

Always have the correct brush ready at the time you need it! This kit is a labor saver—worry eliminator—money maker for the man who services motors.

## OHIO BRUSH KIT

**No. 35**

**for Single Phase Motors**





## Inter-Comm-Phone System

The Stromberg-Carlson Inter-Comm-Phone System is satisfying the service demands of offices, factories, public buildings and large residences where simultaneous conversations are necessary but where the volume of traffic is not large enough for a switchboard system and a paid operator.

Easy to operate, it saves everybody's time, cuts down useless running around, speeds production and increases efficiency.

Made by a firm with more than thirty years experience in the making of voice transmission and voice reception apparatus.

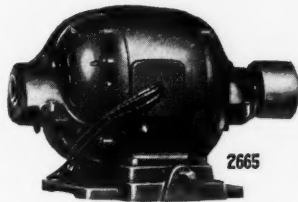
Write for literature describing Stromberg-Carlson Telephone and Radio apparatus and trade discounts.

STROMBERG-CARLSON TELEPHONE MFG. CO.  
1060 University Ave., ROCHESTER, NEW YORK

# Stromberg-Carlson

## EMERSON MOTORS

### 2 H.P. and less



Split phase, repulsion start types, polyphase and direct current motors for all commercial circuits, physically interchangeable, rating for rating, if desired.

WITH thirty years' experience, the Emerson organization offers unusual facilities for the development of special types.\* Manufacturers seeking a dependable source of supply for motor equipment are assured of the active and intelligent co-operation of a trained sales and engineering staff.

*More than one hundred different types are carried regularly in stock. Price book No. 59 gives full information.*

**The Emerson Electric Mfg. Co.**  
2018 Washington Ave., St. Louis, Mo.

#### Branches

50 Church St., New York City  
608 S. Dearborn St., Chicago, Ill.

*The Emerson Company Sells  
No Apparatus At Retail*



No. 44

### Small Universal Motors

*1/100 to 1/20 Horse-power*

Also battery motors in fractional sizes.

Write and tell us your problem.

*Manufacturers of Motors for Over Twenty-six Years*

**KENDRICK & DAVIS CO.**  
LEBANON, NEW HAMPSHIRE

## Sturtevant Electric Motors

Made in fractional sizes from 1/20 to 1/2 horsepower.

D.C. and A.C.  
Ball Bearing  
Long Running

Particularly well adapted for driving domestic appliances and small machinery.



**B. F. STURTEVANT COMPANY**  
Hyde Park, Boston, Mass.

# Hamilton Beach

Necessary Electrical Devices

HERE'S A FAST SELLING LINE

*Small Unit Investment  
Rapid Turnover  
Good Margin and  
Nationally Advertised*



Retail Price

**\$18<sup>50</sup>**

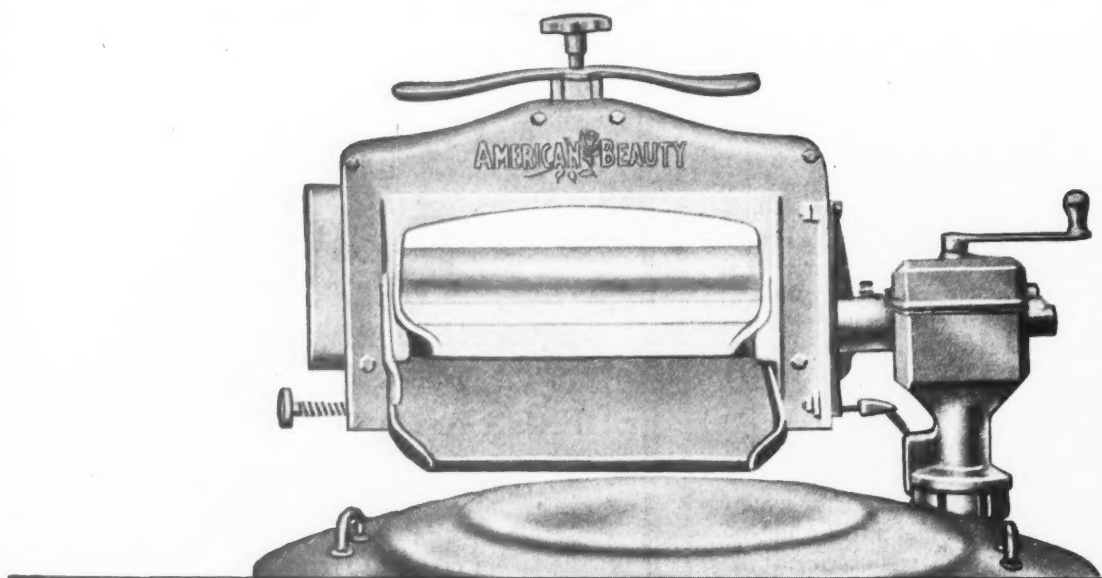
*Denver and West '1900*

EVERY ONE of the 14,537,000 wired homes needs one or more of these quality Electrical necessities: Vacuum Sweeper—Home Motor—Hair Dryer—or Vibrator. Add to this the ever increasing demand for drink mixers, jewelers' motors, and motors for buffing and polishing and other myriad uses—and you have an idea of the market for Hamilton Beach Products.

### 19 Numbers In This Fast Selling Line

All are guaranteed absolutely and quality products. Dealers find it pays to be a Full Line Dealer. It will pay you, too. Hamilton Beach Products are sold and stocked by representative Jobbers everywhere. If you're only selling a few numbers ask your Jobber for prices and full information on the Full Hamilton Beach Line. If you don't know the name of Jobber nearest you, write us.

HAMILTON BEACH MFG. CO., Racine, Wis.



## *—Including American Beauty*

Another washing machine equipped with Timken Tapered Roller Bearings is the "American Beauty," produced by Getz Power Washer Co., of Morton, Illinois.

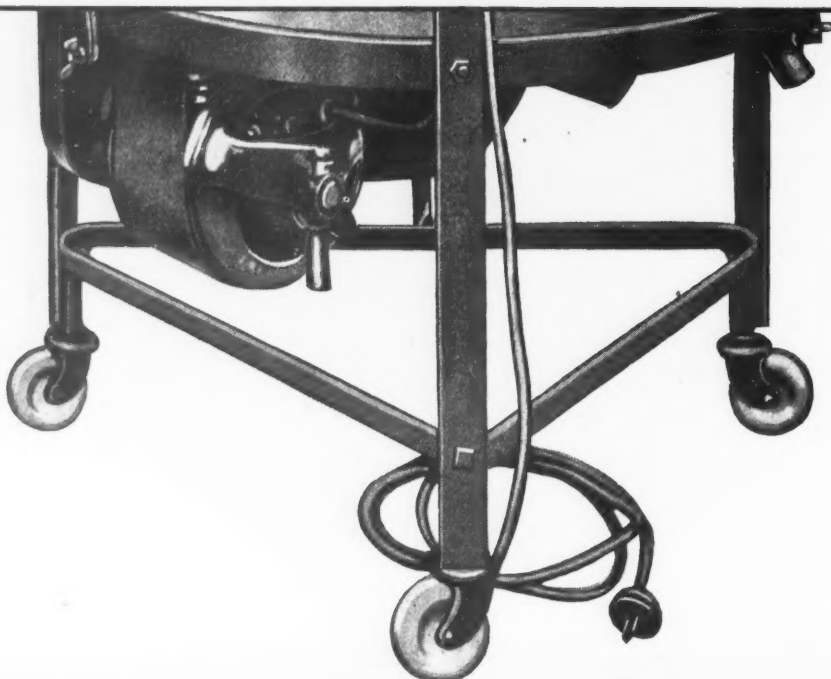
To millions of Americans the American Beauty is better mechanically because it is Timken-equipped—as are most of the motor cars and so many other mechanical devices. Millions of pages of advertising add Tim-

ken prestige to all other American Beauty selling features. Timkens are making American Beauty washers easier to sell, easier to service, and easier on the meter.

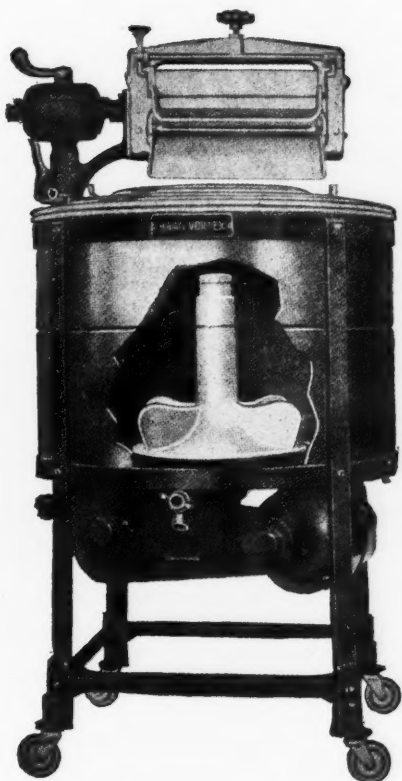
There is extra value for both the dealer and the customer in all Timken-equipped household appliances. That is why the list of manufacturers adopting Timken Bearings grows so rapidly.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

# **TIMKEN** *Tapered Roller* **BEARINGS**







### The Difference

There are a large and rapidly increasing number of imitations of the Haag Vortex on the market today which wash almost as fast and almost as clean as the Haag Vortex.

But the Vortex has three particularly important advantages over imitators:

- (1) The famous Haag patents make possible only in the Haag Vortex the elimination of the open vertical crack around the agitator. In the Vortex clothes can't work down into such a crack and get pinched. Buttons cannot jam in such a crack and burn out the motor.
- (2) After two years of exhaustive tests with dozens of agitator designs Haag Brothers Company offers an agitator which does **not** tangle clothes.
- (3) The Haag Vortex is far beyond the necessary experimental period of one year, thru which the many "near Vortexes" are passing.

*The* **HAAG** *New* **VORTEX**

## Do You Believe in Miracles?

Could you sell a washing machine every working day for six months in a town of 5,000 people, having only 400 electric meters?

The A. M. Fyffe Hdwe. Co. of Lawrenceville, Illinois, has disposed of approximately one Haag Vortex Washer for every working day during the past six months. Lawrenceville has only 5000 people, and only 400 electric meters.

For other washers such a feat **would be** a miracle but for the Vortex it is only unusually good; because not only is the Vortex a remarkable washer, but because Haag distributors are specialists who are able and ready to give very thoro cooperation.

### Why So Easy to Sell?

The little preferences of women have been taken very carefully into consideration in building the Haag Vortex—the Vortex consequently is not a mysteriously complicated piece of machinery to the woman who uses it, but is simply fast, thoro, effortless washing.

- (1) The Haag Vortex has no moving tub to make a woman nervous.
- (2) The washing action is all inside the stationary tub; and putting clothes in or taking them out of the Vortex is easy—no double covers, no locking the tub in position, etc.
- (3) The highly polished copper tub is nickel plated inside so that it does not stain and is very easy to keep clean.
- (4) The 2-in. soft wringer-rolls don't break buttons.
- (5) No washer made requires less oiling than the Haag Vortex.
- (6) The simplicity of the Vortex—the fine materials used in it thruout—and the 16 years of prideful workmanship behind it, make service troubles on the Haag Vortex very scarce.
- (7) With the Vortex, whiter washings and no hand rubbing.

You will sell more Vortexes **on the same number of demonstrations** because it does everything a woman wants it to do and nothing she doesn't want it to do.

Do you want the rest of the story—price—advertising and cooperation—discounts, etc.? If so, write

**HAAG BROS. CO.**  
PEORIA, ILLINOIS



## *Performance that Clinches the Sale !*

Admittedly your salesman should be present at every demonstration in order to close the sale at the most advantageous time—when the washing is completed.

### *✓ Extreme Simplicity !*

Yet you could send the Woodrow out on trial demonstration without any instruction whatever, knowing that the result would be satisfactory even under unfavorable conditions. Milady may use any method she is accustomed to using—the Woodrow's unparalleled water action insures immaculately clean clothes that delight the heart of every woman.

### *✓ Complete Safety !*

There are no "DON'Ts" on the Woodrow instruction card. Put in the clothes a few at a time or by the armful—no matter how heavily the tub is loaded no harm can come either to mechanism or clothes.

### *✓ Unrivalled Speed !*

There is nothing to oil—steel gears, ball and roller bearings and a positive lubrication system take care of that. No exposed moving parts inside the tub or out—nothing difficult to keep clean. And the SAF-T-FEED makes wringing safe and more rapid.

**Woodrow Manufacturing Co., Newton, Iowa, U.S.A.**

CLEVELAND BRANCH OFFICE: 28 Union Trust Bldg., Arcade, Cleveland, O., in charge of distribution in Ohio, Indiana, Michigan, Kentucky, Tennessee, West Virginia, Western Pennsylvania, and Western New York

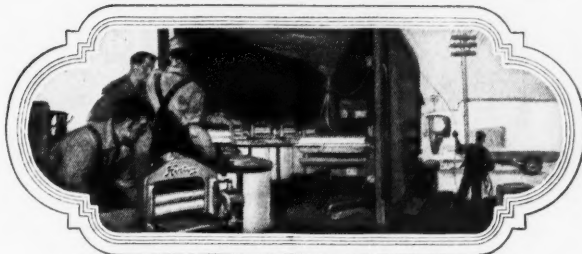
# **Woodrow Washer**



# Fifty-Five Years of Store Selling

THE SATURDAY EVENING POST

June 19, 1926



Fifty-five years of experience  
guides the American woman in her selection

A SMALL horse-drawn wagon probably delivered the first Horton to the first store that ever sold a washing machine.

That was back in 1871,—fifty-five years ago,—but it has an important bearing on what you get, for what you pay, for a modern electric washer or ironer, delivered in a modern motor truck, to the modern store today.

That first machine was a Horton. And Horton Washers and Ironers are sold by stores today as they were fifty-five years ago.

Therein lies the determination of Horton quality and value—and quite generally the quality and value of other washers and ironers.

Quite naturally, the first mechanical washer took the natural and economical channel of distribution,—maker to wholesaler, to local store, to the home.

Quite naturally, other people made washers—until today thousands of homes want modern electric washers and ironers, and hundreds of people make hundreds of kinds.

The wholesalers and stores are constantly pined with to carry and sell all these different kinds—which, of course, they cannot do.

So the wholesalers and the stores select the



best of the kinds—and the others have to sell by personal canvassing or other methods.

Any other method than the natural, store-method of selling is apt to be more expensive.

If the selling or distribution method is more expensive, then the price must be higher—or the quality lower.

To compete with Horton, at the Horton price established by low-cost, Hardware-Wholesaler, Local-Store Distribution, others with higher distribution costs have had to skimp the quality.

Through all these fifty-five years, Horton has held the confidence of the greatest Hardware Wholesalers and the best Local Stores.

Hortons have by far the greatest natural, unforced sale of all washers and ironers.

That is why it is safer to buy a Horton from a responsible local store than some other kind from a stranger at your door.

Quality in a modern electric washer or ironer, means doing the work easily and well, doing it year in, year out, with little or no service requirement, doing it for many years.

On that score, American women, as a rule, say "There is nothing like a Horton."

THE HORTON MANUFACTURING COMPANY (Established 1871) FORT WAYNE, INDIANA

## HORTON Washers Ironers

SOLD BY 8086 STORES

THE COUNTRY GENTLEMAN  
July, 1926THE SATURDAY EVENING POST  
June 5, 1926

How the best washers and ironers  
find their way into the best stores and homes

OURS is a country of vast production—and of vast distribution.

When the family buys a modern electric washer or ironer, it is conscious of having to pay what it costs to make the machine, forgetting that there is also a cost of getting the machine from where it was made to where it is going to be used.

Yet costs of distribution are apt to vary, as between different producers, much more than their costs of production.

So the cost of distribution is apt to determine cost of production—and therefore quality.

The natural and economical distribution is from maker to wholesaler, to local store, to home.

Neither the wholesaler nor the local store can afford to carry and sell all the many different kinds of washers and ironers.

Each, therefore, tries to select the best from the many.

If one store has the best, another wanting something different, aims to have the next best.

But in the main, the wholesaler with the largest

business, and the local store with the largest patronage, are apt to carry and sell the best.

Natural selection works out that way.

And if the maker who wins the best-store selection has the best machine in the first place, he soon has a better machine because his advantage of lower-cost distribution enables him to have a higher cost of production—a better quality.

Almost everywhere the best and biggest local stores and the best and biggest Hardware Wholesalers carry and sell Horton Washers and Ironers.

The current from Horton to Home flows naturally, at lowest conceivable cost, in a channel deeply grooved by fifty-five years of trading.

That is why Horton advantage and Horton quality and prestige have grown importantly with the years.

You need only follow the expert selection of wholesalers and stores, affirmed and re-affirmed year after year.

See if it has worked out this way in your town.

Phone your best local store and tell them you would like to know more about Horton Washers and Ironers.

THE HORTON MANUFACTURING COMPANY (Established 1871) FORT WAYNE, INDIANA

## HORTON Washers Ironers

SOLD BY 8086 STORES

## A Nationally Organized Movement to Increase Retailers' Profits

TO Make Retailing More Profitable is the basic object of this great movement to concentrate buying of household Laundry Equipment in Retail Stores.

More than a hundred leading Hardware Jobbers are economically distributing Horton Electric Washers and Ironers to dealers in every state.

Eighty million pages of advertising are selling the public on buying Horton from Reliable Local Merchants.

Let us send you "Getting Back Into the Main Channel"—it will tell you how you can get your share of this bigger profit.

THE HORTON MANUFACTURING COMPANY, (Established 1871) 1024 Fry Street, FORT WAYNE, IND.

# HORTON Washers Ironers



# We are Sold 100% on Model '76"

You, too, will be "sold 100%" on this new Model '76 Automatic Washer—as much so as Mr. J. A. Barnett of the Barnett Appliance Co., Cedar Rapids, Iowa, who wrote after receiving his first '76:

"We have been selling washing machines the past ten years and find the new '76 the best we ever saw. In our opinion the new '76 is years ahead of its field. The appearance and simplicity of the machine will get more than our share of the Washer business in Cedar Rapids the coming year with this New '76. We are sold 100% on this machine."

## Eight Special Features That Help Sell It

The New Model '76 is a machine you'll be proud to have a customer say was bought of you. All these—

The Hydro-Disc successful SPEED with SAFETY principle of agitation, with its

Improved Silent Top Drive, controlled by opening or closing lid, or by separate control.

A Self-Draining Copper Tub that cannot be improved upon.

Cast Aluminum Top forming a double lid.

Rolled Steel Cabinet electrically spot-welded.

Timken bearings, oil-less bronze bushings and Machine-cut Gears.

Silent and dependable slow speed worm gear drive—runs in oil.

Improved Metal Wringer with 12-in. x 2-in. Balloon Rolls.

## A New Sales Plan

We have a Sales Plan, conducted principally at our expense, which always brings the business. Write us for complete information.

## Automatic Electric Washer Co.

131 W. Third St., Newton, Iowa

Offices at New York, Philadelphia, Portland, Dallas.

Automatic Electric Washer Co.,  
131 W. Third St., Newton, Iowa.

Gentlemen: Please send me full information about your New 10-Year Guarantee on Model '76 and details of your selling plans.

Name .....

Firm Name .....

Town ..... State .....



Model  
'76

## Full 10 Year Guarantee

The new Guarantee on the Model '76 puts us definitely and squarely behind every Model '76 Washer in use for a period of ten years. Read it:

Within ten years from date of sale, upon demand, and delivery F. O. B. its factory, the Automatic Electric Washer Company, agrees to thoroughly REBUILD (replace all worn parts, refinish and place in condition, substantially as good as new, for all practical purposes) and deliver to the owner, F. O. B. its factory, any Model '76 Automatic Electric Washer, upon payment of the sum of \$25.00.

It will make sales easier, as it gives every Automatic a definite value.



## Many Strides Ahead

Again One Minute offers far reaching washer Improvements. The One Minute Fifty Two is a magnificent appliance—comparable in finish and construction to a fine automobile. Unequaled in performance in the whole washer world.

Experienced retailers everywhere have been quick to grasp the opportunity available with this advanced washer.

A sales and advertising program of close dealer co-operation is showing remarkable results. Write or wire us for complete details.

**ONE MINUTE MANUFACTURING CO., Newton, Iowa**

WHITE LILY

ACE

ELECTRIC CLOTHES WASHER

*Answers Today's Demand*

More than ever before Mrs. Housewife today wants **QUALITY** and **VALUE** in her electric washing machine and she wants to buy at a **FAIR PRICE**.

Show her a washer that has **APPEARANCE**, **SIMPLICITY** of mechanism, **REAL** washing principle at a **REASONABLE PRICE**.

*Increases Washer Sales*

The White Lily ACE is a washer to meet the demand of every **QUALITY** buyer. It stands today a **DOMINATING** value — a washer with Aluminum Wringer and Agitator.



WRITE FOR SELLING PLAN

Brammer Washing Machine Co.

Manufacturers of "White Lily" and "O K" Washers  
Davenport Iowa

# Make Your Windows Sell For You

Here are the methods that work

How can you make your windows pay?  
How can you plan a radio window that will sell sets?  
How can you plan a washing machine display that will get across?  
How can you increase lighting fixture sales through your windows?  
How can you sell your wiring services through the windows?  
Get the facts about making windows pay. This book has them—hundreds of them—all sound, practical, usable.

## Handbook of Window Display

By WILLIAM NELSON TAFT,  
Editor, Retail Ledger.

428 pages, 5x8, illustrated, \$5.00

The Handbook is literally an encyclopædia of window display ideas, plans and working methods, every one of which has been successfully tried out by well-known retail stores in every part of the country.

**Better results from windows**

As a working manual of window display advertising for window dressers, display managers, retail merchants, and students of window dressing, this new book is practically indispensable. It will be found equally valuable to manufacturers who market their goods through retail stores, and to the advertising agency which plans dealer-help material.

**Try This Good Idea**

Connect interior flood-lights of store to outside push-button. Place sign inside window reading "To light store, push button." To call attention to sign use on-and-off flash. Economical, odd and of real sales value.

**This Book Will Pay**

**Just Out!**

**The book explains**

—how to dress windows;  
—how to arrange merchandise;

—how to use motion;  
—how to use price cards;  
—how to use color;  
—how to make windows interesting;  
—how to light windows;  
—how to use display materials;  
—and hundreds of other points.

**Examine this new help FREE**

See this valuable book free. Mail the coupon and a copy will be sent for 10 days' examination. No obligation to purchase—no agents—no red tape. It's a book that will help you sell more. Mail the coupon now—today!

See it FREE

Mail the coupon



## McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, N. Y.

Send me for 10 days' free examination Taft's **HANDBOOK OF WINDOW DISPLAY**, \$5.00 net, postpaid.

I agree to remit for the book or to return it, postpaid, within ten days of receipt.

Name .....

Address .....

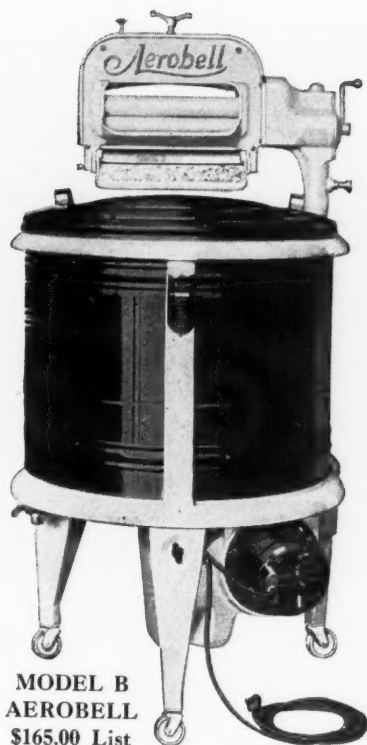
Position .....

Company .....

(Books sent on approval to retail purchasers in U. S. and Canada only.)

E.M. 6-1-26





MODEL B  
AEROBELL  
\$165.00 List

## No Dealer Can Afford to Sell a Product Which Users Do Not Praise



MODEL C  
AEROBELL  
\$140.00 List

A smaller machine, a fast washer, at the lowest price of any vacuum cup washer with a real copper tub and aluminum wringer.

SOME sales are made in your store, some in the home.

But a tremendously increasing number of sales are made or unmade, or at least influenced over the back fence—across the tea table—as milady trumps her partner's ace—all places where your sales effort is *not* given a hearing.

No matter how hard you work, you cannot long continue to sell a product that the users do not praise when they talk with their friends.

Aerobell Washers—Model B and Model C—is proof against adverse criticism. It washes clothes thoroughly, quickly, gently, week in, week out for years. Rarely does it get out of order, rarely does it need servicing. Everything about it is of such quality and endurance that users cannot but praise it, and do praise it.

It's a good washer to sell, and our up-to-the-minute dealer policy makes it profitable to sell.

Discounts are liberal, advertising co-operation is liberal—in keeping with the intrinsic excellence of the washer itself.

Let us give you our complete story, the coupon below will bring it

### The Foote-Burt Co.

13003 St. Clair Avenue  
CLEVELAND, OHIO

FOOTE-BURT CO.  
13003 St. Clair Ave., Cleveland, Ohio

Please send me full information about Aerobell.  
Name .....  
Address .....  
.....



REFRIGERATORS



DISH WASHERS



DESK FANS



RADIO



SEWING MACHINES



PORTABLE LAMPS



OFFICE EQUIPMENT

## TIREX SJ CORD

*A big Sales Point for Every Appliance—*

Tirex SJ is absolutely dependable for washing machines, because the tough rubber sheath is waterproof and can be depended upon to last indefinitely.

Tirex SJ Cord is made exactly like Tirex Portable Cord, the only difference being that Tirex SJ is listed only in sizes No. 16 and No. 18 and that it is lighter in weight and smaller in diameter.

This means one thing—greater satisfaction for manufacturer, jobber, dealer and user.

The copper conductors are stranded to obtain maximum flexi-

bility and are insulated with a high grade, 30% Para rubber compound. The insulation of each conductor is of a distinctive color for identification and polarity marking. A smooth, round rubber sheath containing a high percentage of Para rubber and specially compounded and cured to insure wearing qualities and toughness, covers the insulated conductors and constitutes the outer covering of the cord.

*If you have not tried Tirex SJ cord mail the coupon for a trial piece and the Tirex SJ pamphlet.*

Simplex Wire & Cable Co.,  
201 Devonshire St., Boston, Mass.

Gentlemen:

Please send data and sample of Tirex SJ Cord.

Name.....

Address.....

Title.....

Company.....

City.....State.....



WASHERS

### SIMPLEX WIRE & CABLE CO

MANUFACTURERS

201 DEVONSHIRE ST. BOSTON

New York Chicago San Francisco  
Cleveland Saint Augustine



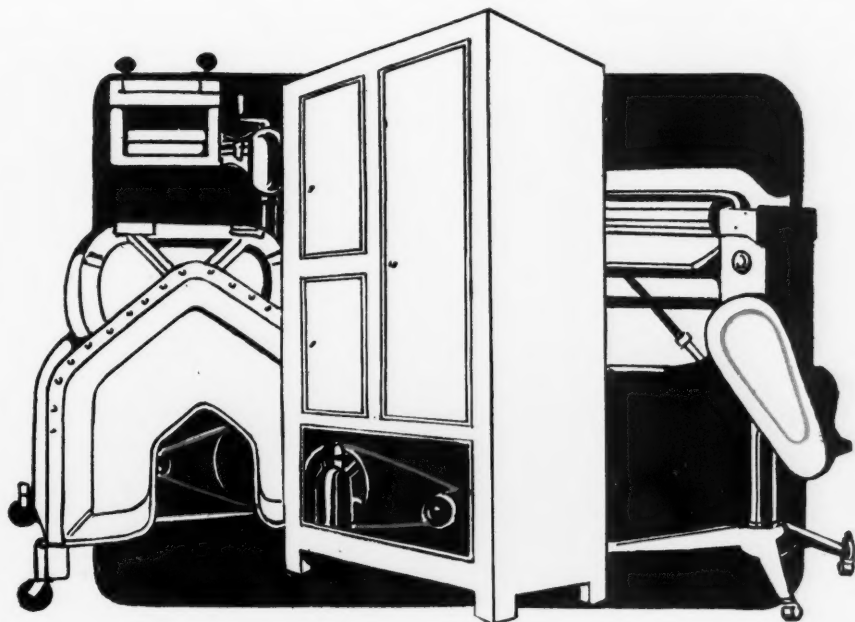
IRONER



DROP LIGHTS



VACUUM CLEANERS



## Yes! you *can* get all these advantages in buying belts

It is a serious enough problem for the appliance manufacturer to get a belt that will lower the efficiency of his devices by slipping, by creating friction, etc. But an even greater problem that must be met is the widespread neglect and misuse of appliances in the home.

You can't prevent this neglect, but you *can* protect your appliance by taking advantage of the belting developed by Gilmer to absolutely protect the belt from abuse.

Gilmer sealed construction is available in both the "V" and flat type of molded cord rubber belts.

L. H. GILMER CO., Tacony, Philadelphia, Pa.

# Gilmer

"V" and Flat Type  
Molded Cord  
Rubber Belts





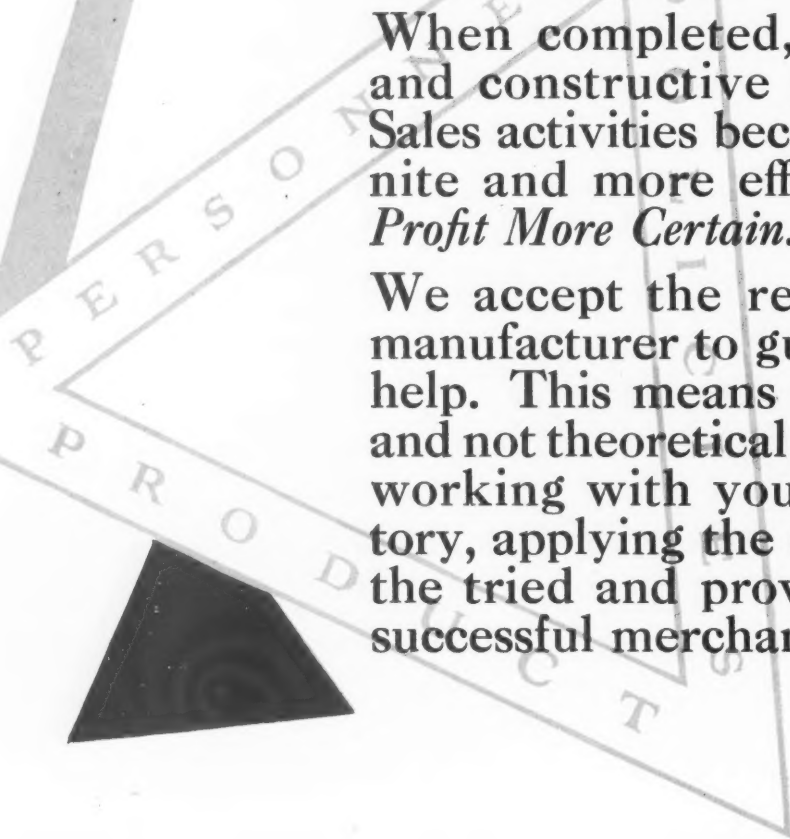
# your

*Laundryette studies your local market problem individually and builds a logical plan, made-to-order for YOU alone . . . .*

**O**UR representative works out with you a plan that fits *your* problem. From the start it is based on business definitely proven to be in *your* market.

When completed, it is an exact and constructive plan of *action*. Sales activities become more definite and more effective, *Making Profit More Certain*.

We accept the responsibility as manufacturer to guide, direct and help. This means personal effort and not theoretical plans. It means working with you in your territory, applying the experience and the tried and proven methods of successful merchandising.

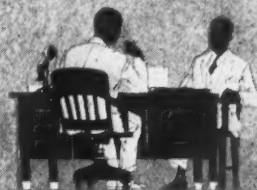


# problem *all by itself*

The Laundryette plan for your territory means a permanently profitable and independent business for you.

We believe the information we can put before you will equip you to sell Laun-Dry-Ette Electric Washers on a *more exact, constructive and attractive* basis than is possible today with any other type of washer. If you are interested, either as a retailer or a distributor, send the coupon!

THE LAUNDRYETTE MANUFACTURING CO.  
1152 East 152nd Street, Cleveland, Ohio



THE LAUNDRYETTE MANUFACTURING CO.  
Cleveland, Ohio

Gentlemen: Please give me more information on the individualized Laun-Dry-Ette sales plan.

Company Name .....

Address .....

City ..... State .....

Your Name .....

Distributor ..... Retailer .....

# SAV



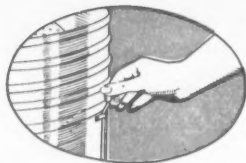
## VITAL POINTS—

The Savage Washer & Dryer holds an enviable record as a builder of sales. Much of the interest that first directs customers to this compact, sturdy, efficient washer, lies in the exclusive Savage features. These time-saving, labor-saving, clothes-saving features mean everything to the average housewife—they make all the difference between easy laundering, and old-time, back-breaking laundering.

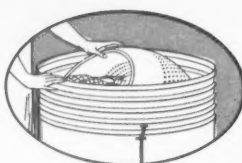
### WHY SAVAGE LEADS

Consider these facts yourself:

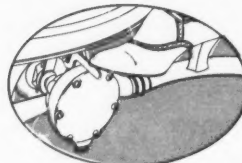
1. *Fastest in the world*—a complete washing-drying job in 18 minutes.
2. "Spin-Rinses" an entire tubful in only 2 minutes.
3. "Spin-Dries" an entire load in only 1 minute.
4. Constant water-level device "purifies" water for each succeeding tubful.
5. All operations done in its own tub.
6. Ends all hand-labor of laundering, all hand rinse, all hand wringing.
7. Easy operation and control—as illustrated below.
8. Costs no more than other washers that do only half the work of the Savage.
9. Hose for filling and emptying supplied.



A light touch of the finger on a single switch controls every operation of washing, bluing, rinsing, drying and emptying.



A light turn of the wrist and the Savage washer is readily adjusted from the washing to the rinsing and drying position.



A light pressure of the toe and the Savage ejector pump empties the tank quickly—no special plumbing is needed.



And the Safest!

Why not take advantage of this Savage Washer & Dryer popularity, and bring your washer department up to date with the profitable Savage line?

## WASHER & DRYER

WITH THE EXCLUSIVE "Spin-Rinse, Spin-Dry"



# AGE

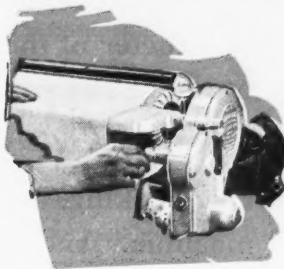
## that mean more sales!

Just compare the unique sales features of the Savage All-Electric Ironer with other types! For it is these helpful devices that create desire among your customers and complete sales. The Savage Ironer ushers in a New Age in ironing. Have you considered these selling advantages?:

1. Control as simple to operate as a typewriter space-bar.
2. All electric.
3. No special wiring connections needed. Extension cord and plug supplied.
4. Instantaneous control.
5. Touch of wrist anywhere on control board, controls shoe.
6. Instantaneous release of shoe—whether motor is running or not.
7. A Pressing lever starts and stops the roll.
8. Best looking. Has white enamel table top.
9. A real economy of time, effort, clothes and money, for the housewife.



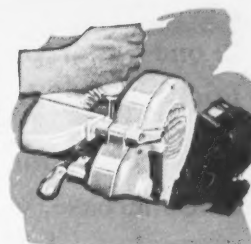
Instantaneous control—as simple as touching the space-bar of a typewriter. Quick as the action of a piano key. No delay.



No effort is required to operate the Pressing Lever. Convenient button releases shoe from roll whether running or not.



The Savage Release operates instantly at the touch of a hand.



You will make no mistake—investigate the Savage Sales Franchise. Write today on your letterhead, or send coupon.

**SAVAGE ARMS CORPORATION**  
29 Savage Ave., Utica, N. Y.

**SAVAGE ARMS CORPORATION,**  
29 Savage Ave., Utica, N. Y.

Gentlemen:

I am interested in the Savage ☐ Washer ☐ Ironer.

Name.....

Street.....

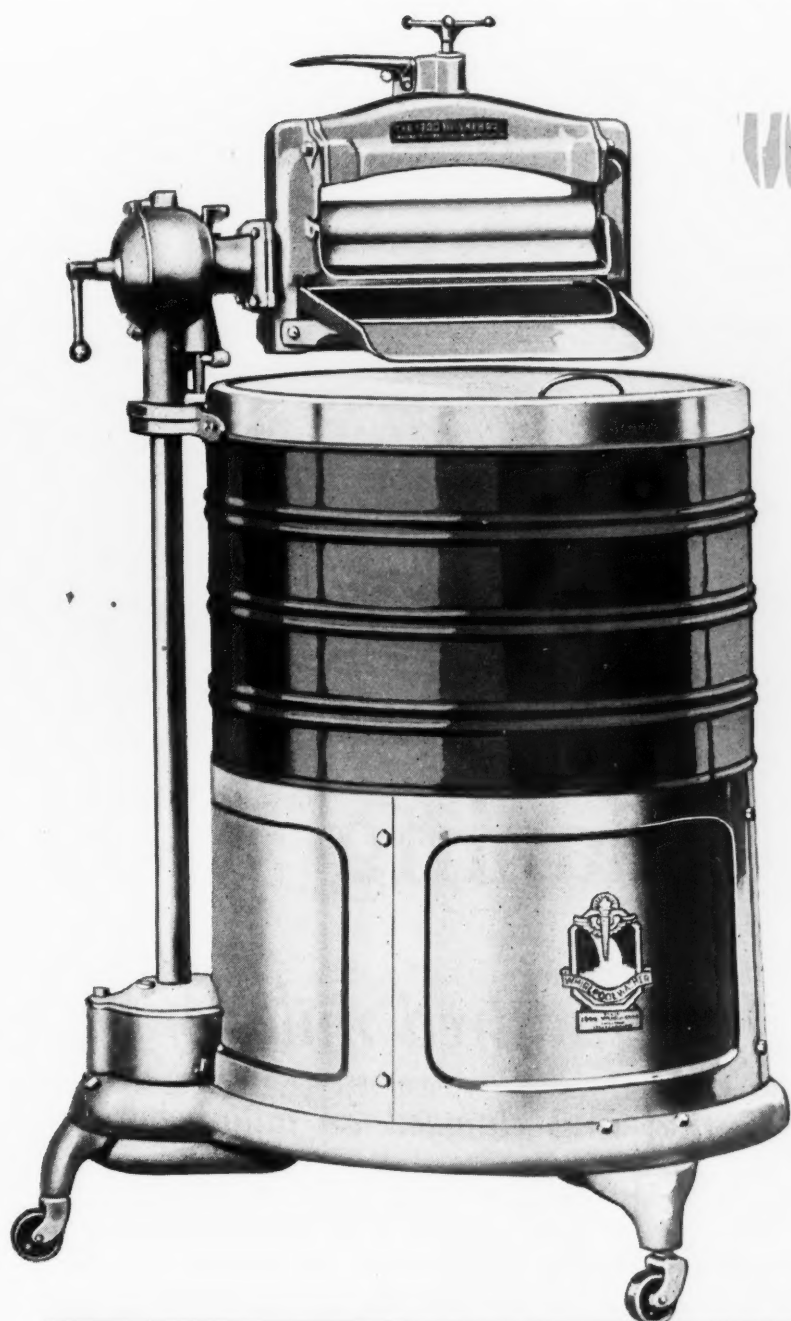
City.....State.....

EM-26

**ALL-ELECTRIC IRONER**

**WITH INSTANTANEOUS FORE-ARM CONTROL**





## The "1900" WHIRLPOOL.

'ROUND  
and  
'ROUND



It  
Tumbles  
the  
Clothes  
as it  
Circulates  
them



OVER  
and  
OVER

### ITS FIRST YEAR A TRIUMPH

—You can Share in its Second Year

NEVER—since the *Whirlpool* was introduced a year ago—has the 1900 factory been able to get ahead of orders. Here are the reasons for this amazing first-year triumph. The *Whirlpool*—

- 1—Combines the Advantages of All Previous Types.
- 2—Is Better Looking.
- 3—Excels in Speed and Efficiency.
- 4—Has the 1900 "Automobile Quality" that means Service Economy.

Four out of Five  
Demonstrations are SALES

Over 80% of all *Whirlpool* demonstrations result in sales. The *Whirlpool* dealer doesn't have to put out three washers to sell one. Ask us for actual sales figures.

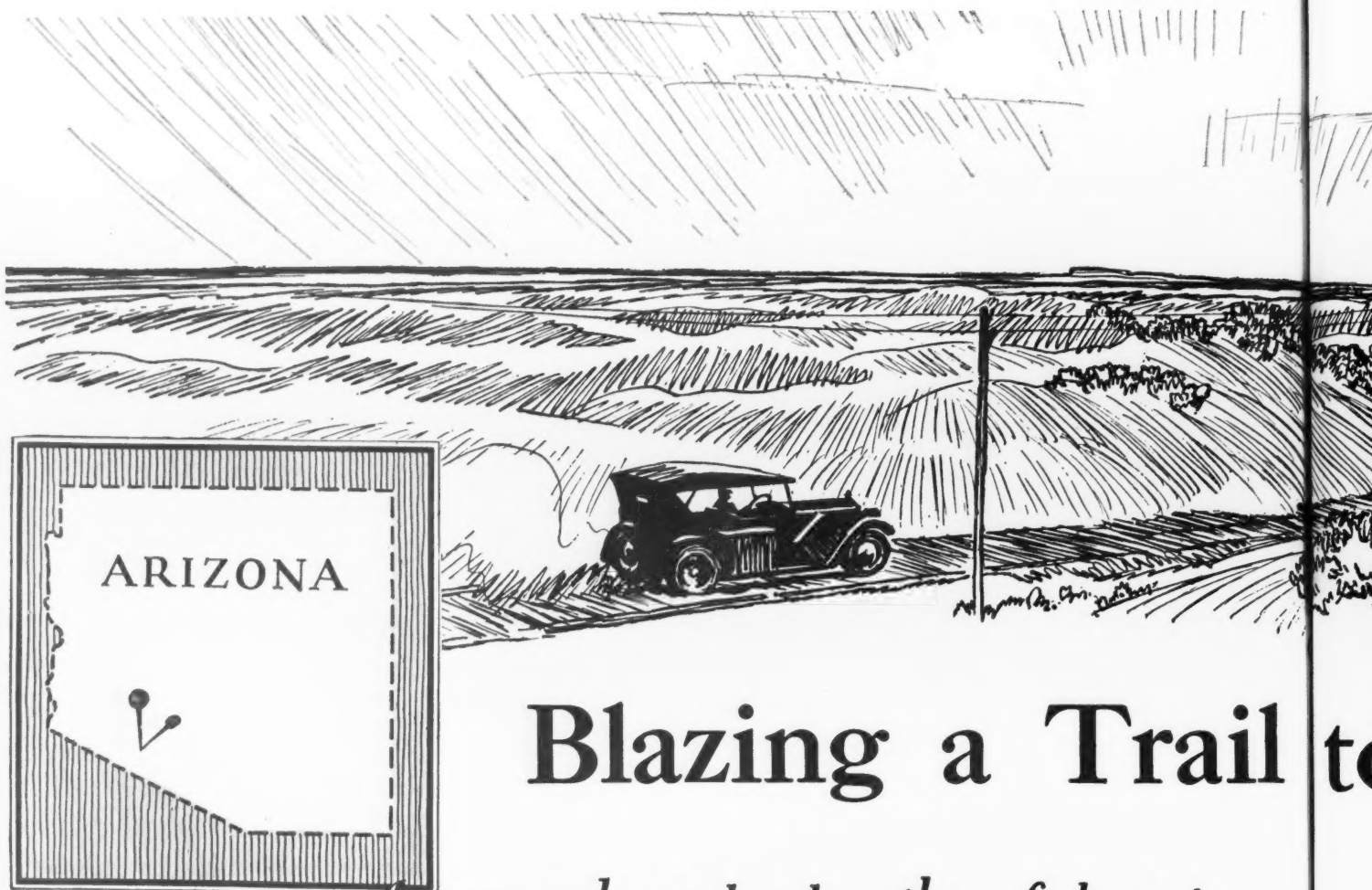
Send for Whirlpool  
SALES AIDS

The old, reliable "1900" Washer Company is more progressive than ever—after 28 years' experience. Write for the selling helps we furnish to the *Whirlpool* dealer.

**THE 1900 WASHER COMPANY, Binghamton, N. Y.**

BEATTY BROS., FERGUS, ONT., Manufacturers of "1900" Washer Products in Canada





## Blazing a Trail to

*Across a hundred miles of desert*

*~following the winding trail along wind-swept sand dunes~over contour roads~*

*Puffed and chugged an automobile*

### *The McGraw-Hill Publications*

MINING  
ENGINEERING & MINING JOURNAL-PRESS  
COAL AGE

ELECTRICAL  
ELECTRICAL WORLD JOURNAL OF ELECTRICITY  
ELECTRICAL MERCHANDISING

INDUSTRIAL  
AMERICAN MACHINIST INDUSTRIAL ENGINEER  
CHEMICAL & METALLURGICAL ENGINEERING  
POWER

CONSTRUCTION & CIVIL ENGINEERING  
ENGINEERING NEWS-RECORD  
SUCCESSFUL METHODS

TRANSPORTATION  
ELECTRIC RAILWAY JOURNAL  
BUS TRANSPORTATION

RADIO  
RADIO RETAILING

OVERSEAS  
INGENIERIA INTERNACIONAL  
AMERICAN MACHINIST  
(European Edition)

CATALOGS & DIRECTORIES  
ELECTRICAL TRADE CATALOG RADIO TRADE CATALOG  
KEYSTONE CATALOG (Coal Edition) KEYSTONE CATALOG (Metal-Quarry Edition)  
COAL CATALOG COAL FIELD DIRECTORY  
ELECTRIC RAILWAY DIRECTORY  
CENTRAL STATION DIRECTORY  
ANALYSIS OF METALLIC AND NON-METALLIC MINING,  
QUARRYING AND CEMENT INDUSTRIES

**I**T was taking a McGraw-Hill field man across the Yuma Desert to the only spot in Arizona at which there was a generating station, with as much as 1000 kw. capacity, where a McGraw-Hill Publication was not received and read.

He got his man and back came the laconic report, "Pull that red tack off the map!" . . . . And out it came.

Red tacks, representing uncovered plants, are getting fewer and fewer on the big map in the McGraw-Hill Publications offices. One by one they come out as McGraw-Hill men, located in every state in the Union, visit the important industrial plants.

A recent analysis of subscriptions to McGraw-Hill Publications in Erie County, N. Y., shows that 80% of industrial buying power in that district is covered—100% in some industries. Erie County is a typical sample of McGraw-Hill circulation throughout the country.

Accepting the responsibility which goes with leadership, McGraw-Hill Publications recognize an obligation to cover their respective fields. Every worth while unit of industry, regardless of location, is a prospect and must be sought regardless of cost.

### *Your Prospects as well as Ours.*

The manufacturer selling to industry is striving to make customers of precisely these same units.



# il to your Customer's Door!

We know they are the same, for they are industry's real buyers. The list of their names is an industrial directory of America. McGraw-Hill records and analyses, compiled through years of research, show the physical rating of the individual plants and their purchasing power.

Subscribers are hand picked in advance on the basis of the positions they fill, from corporation president to the key men responsible for operation and production . . . . the men who influence or control purchases.

Is your own selling, or your client's selling to these prospects based on pre-analysis of the market . . . . on accurate knowledge of buying power . . . . on waste-free selling effort, which result when the *McGraw-Hill Four Principles of Industrial Marketing* are applied? These principles, upon which McGraw-Hill subscriptions are built, are:

**MARKET DETERMINATION**—An analysis of markets or related buying groups to determine the potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

**BUYING HABITS**—A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

**CHANNELS OF APPROACH**—The authoritative publications through which industries keep in touch with developments are the logical channels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

**APPEALS THAT INFLUENCE**—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

We offer to industrial manufacturers everywhere the fruits of our accumulated experience in evolving, proving and applying these Four Principles. At each of the McGraw-Hill offices are Marketing Counselors who will be glad to lay complete data before you or your advertising agent. You can communicate with our nearest office and arrange a consultation, when and where you please.

*70 salaried circulation field men cover industry in every state in the Union.*

*They travel 500,000 miles a year.*

*220,000 subscribers pay for 10,000,000 copies of McGraw-Hill Publications yearly.*

*50,000 McGraw-Hill subscribers change their addresses each year, and tell us so.*

*Only 1 out of every 7,800 copies of McGraw-Hill Publications mailed is returned by P. O. Dept. for better address.*

*In a year's period 18,000 paid subscribers obtained for Radio Retailing, a record in business paper publishing.*

McGraw-Hill Publishing Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London

# McGraw-Hill Publications

*45,000 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.*

# Whirldry Demonstration Features



It is only human nature for washer salesmen to prefer to sell the washer that sells with the least effort. They can sell more of them and make greater profits too.

Little wonder then that more and more records are broken by salesmen who are selling the Whirldry. Its many exclusive features make it easy to out-demonstrate all competition and its stronger demonstration points lead to increased sales.



*This is the first of a series of advertisements showing by actual photographs the many pioneered features of the Whirldry. We will gladly send you the complete set.*

## The strongest demonstration



# What would a jury of women say to such demonstrations?

The double washing action with its cleaner and faster washing, the Whirl-rinsing, which makes rinsing easy and eliminates the need of extra tubs, the Whirl-drying, which is done more easily *without a wringer*, and the self-emptying feature, eliminating emptying attachments and accessories. Just imagine a jury of women sitting in on a demonstration of these and the many other exclusive Whirl-dry features! What would the answer be? A unanimous vote for the Whirl-dry!

Time and again these 100% labor saving features of the Dunham Whirl-dry have sold hundreds of housewives. They know that the Whirl-dry will do more work for them than any other washer, and do it quicker and better and with less labor, too.

## DUNHAM WHIRLDRY WASHER

*Rinses as if WHIRLS~Dries as if WHIRLS~Needs no Wringer*

The Whirl-dry is the only wringerless washer

- that does all the work from start to finish without any lifting or shifting of any parts containing the clothes during any part of the entire laundry process.
- that gives double washing action—flowing water plus agitation.
- that was originally designed self-emptying, without the aid of pails, syphons, ejectors, or pump attachments.
- that whirl-rinses without splashing and without the necessity of a special spray or nozzle.

All of which means easier, quicker and cleaner washing and easy demonstration.

## It's easier to sell the Whirl-dry than to outsell it

Which would you rather do? If your territory is still open, you have an opportunity to link up with the greatest washer proposition of the day. Will you pass it up or take it up? Write us today for complete details.

**George W. Dunham Corporation**  
Whitesboro Road and Genesee Street  
Utica, New York

**on gets the sale**



**Washing**—The double washing operation produces cleaner clothes in less time.



**Whirl-rinsing**—Needs no special nozzle, gives a better, easier and faster rinse.



**Whirl-drying**—A touch of the switch rod without adjusting basket in any manner.



**Emptying**—Empties in one minute without any accessories or attachments.

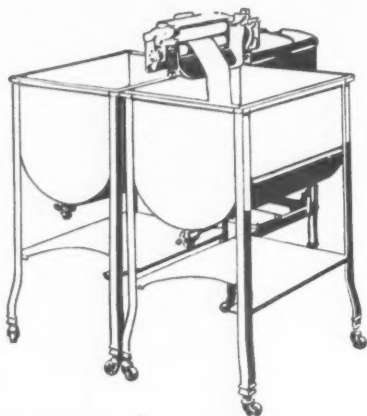
**George W. Dunham Corporation**  
Utica, New York

I want to get acquainted with the Dunham Plan, now. Please tell me all about the Whirl-dry and the possibilities it offers me.

Name.....  
Address.....

## Useful Washing Machine Accessories

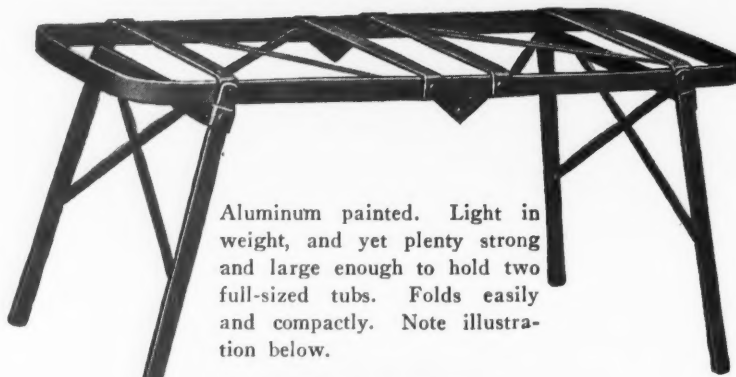
### Handy Portable Drain TUBS



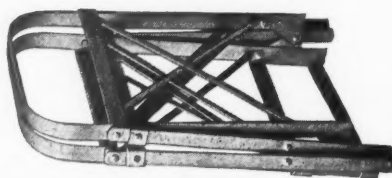
(Tubs are individual)

Show these up-to-date tubs, and they will almost sell themselves. Mounted on large easy-rolling casters. Tub made of galvanized steel. Painted with waterproof gray enamel. Curved bottom and brass drain cock make tubs self draining.

### COLLAPSO ALL-STEEL FOLDING WASH BENCHES



Aluminum painted. Light in weight, and yet plenty strong and large enough to hold two full-sized tubs. Folds easily and compactly. Note illustration below.

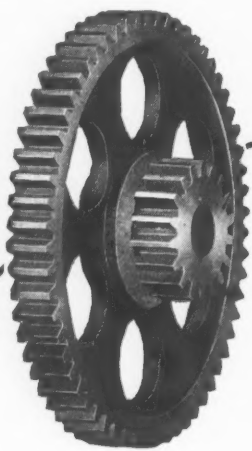


**Write Today for Information and Prices  
on these Products.**

(Any dealer can greatly increase his washer sales by using either of these worth-while articles as premiums.)

**THE CELINA MANUFACTURING CO., Celina, Ohio**

for  
ALL  
Household  
Appliances



*Look at the  
Gears!*

**Perkins Appliance Co.**  
4 Birnie Avenue, Springfield, Mass.



### Do You Have

trouble assembling light metal stampings? If so, you will appreciate our careful inspection which insures accuracy and high quality in every piece.

*Send sample or blueprint  
for estimate*

**PATTON-MACGUYER CO.**  
17 Virginia Ave., Providence, R. I.

# The R-M-C Line is Gathered From- the Four Corners of the Globe

## Announcement

**WE** invite you to inspect a most complete line of the same rare designs and colorings formerly restricted to those who travel abroad or who have foreign buying connections.

We will continue to broaden and change the main R-M-C Line of table, junior, bridge and novelty lamps, also furniture novelties, to provide a vast new range of choice for store buyers, and ultimate consumers.

Shades of *silk, glace de luxe, velvomir* and *ray-glow*, in fascinating schemes of color and form, will be offered to tempt the most critical.

*At the July market these forerunners of a distinctive new line will be shown at the*

**R-M-C Showrooms,  
811 South Wabash Avenue**

**RINDSBERGER MFG. CORP.**

18 East 24th Street : Chicago, Illinois

*Permanent displays with*  
**S. KARPEN & BROS.**

811 S. Wabash Ave.  
Chicago

37th & Broadway  
New York

420 S. Spring St.  
Los Angeles







### VASES for Lamp Mounting

Brand new importations of Tokonabe, Satsuma, Bronze, Cloisonne and China Vases—in handsome shapes and designs—have just been received. Also Japanese hand-carved wood bases in quantity and in all sizes.

**DO YOUR OWN MOUNTING**—Buy vases and wood bases in quantity and mount them yourself—your saving will be worthwhile.

*Send for catalog and prices*

**Taiyo Trading Co., Inc.**

IMPORTERS OF  
101 FIFTH AVENUE NEW YORK **Japanese Goods** 327 W. MADISON STREET CHICAGO  
New England Rep.—N. Masuda Co., 99 Bedford St., Boston

## FARIES LIGHTING EQUIPMENT

**IN** the home, office, or factory, wherever proper illumination is demanded, Faries equipment, so correctly and attractively designed, is met with an instant approval and market. Buyers of lighting equipment will find The Faries Manufacturing Company, established since 1880, a profitable and reliable connection. Write for catalog E-5.

**FARIES MFG. CO.**  
Decatur, Illinois

## America's Pioneer Electrical and Radio Mail Order House

*Be sure you get  
The JUNE  
CO-OP MONTHLY*

*The Dealer's handy buying guide  
It's FREE  
ORDER FROM IT*

**Electrical Supplies—Fixtures—  
Lamps—Heating Appliances  
Motors and Radio**

**Lower Market Prices—Quality  
Merchandise—Same Day Service**

*Wholesale Only*

**Get on the CO-OP mailing list  
Use Your Letterhead**

**Co-operative Electrical Supply House**  
33 N. Union St. Chicago, Ill. 110 Mercer St. New York, City

### Standard Package Any Six

Merely a phrase—until you understand what we make it mean.

You will like our plan to help you build a bigger lamp business. It enables you to show quality lamps in wide variety without carrying a big inventory. Write for a copy of our catalog. It will bring you full particulars.

No. 9832. Roman Gold, Egyptian Bronze, and Antique Copper with 18-inch oblong beaded shades in three beautiful hand painted designs. A very popular Table Lamp.



A sample at \$9.00 net; quantity prices on request.

*Write Today.*

**ALADDIN MFG. CO.**  
603 East 18th Street, Muncie, Indiana

**"ALADDIN"**  
LAMPS

*"Will Light Over a Million Homes Tonight"*



## Lamps for Central Stations

### For June Sales



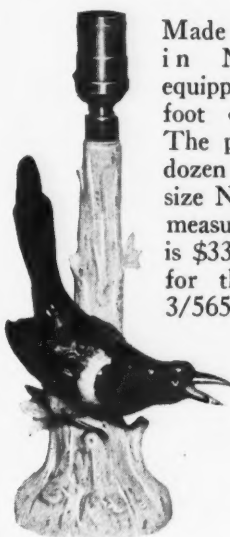
Let us show you the lamps that central stations in leading cities are selling in volume. Workmanship and finish of the best. Priced attractively. Lamps illustrated are two of the most popular Central Station numbers.

*Let us quote.*

**Artcraft Iron Works, Inc.**

2 East 23rd St., cor. Broadway, New York  
Room 310 Telephone Caledonia 7986

## Bisque Bird Lamps



Made of fine Bisque in Natural Colors, equipped with a six-foot cord and plug. The price of these in dozen lots for the large size No. 3/5660 which measures 12¼ inches is \$33.00 a dozen and for the smaller, No. 3/5658, measuring 10½ inches, \$21.00 a dozen. Terms 2/10 net 30 days, F.O.B. New York City.



**Lazarus & Rosenfeld, Inc.**

98 Fifth Avenue  
NEW YORK CITY

## SUN GLO Chintz Shades



are more popular than ever before. Our "Summery" Chintzes and Parchments are Excellent for Spring Sales.

*Send for Lowest Prices*

**SUN GLO STUDIOS**

A National Organization  
54 W. 21st St. New York City

## Our Latest Old English Design Lantern

Made of  
COPPER  
Cast Bronze  
ARM

We have a great many other designs that will interest you.



*Also a full line  
of Brass Fixture Parts*

**FRIEDLEY-VOSHARDT CO.**

733-37 S. Halsted St., Chicago, Ill.

*Beautify your windows  
and show rooms—*

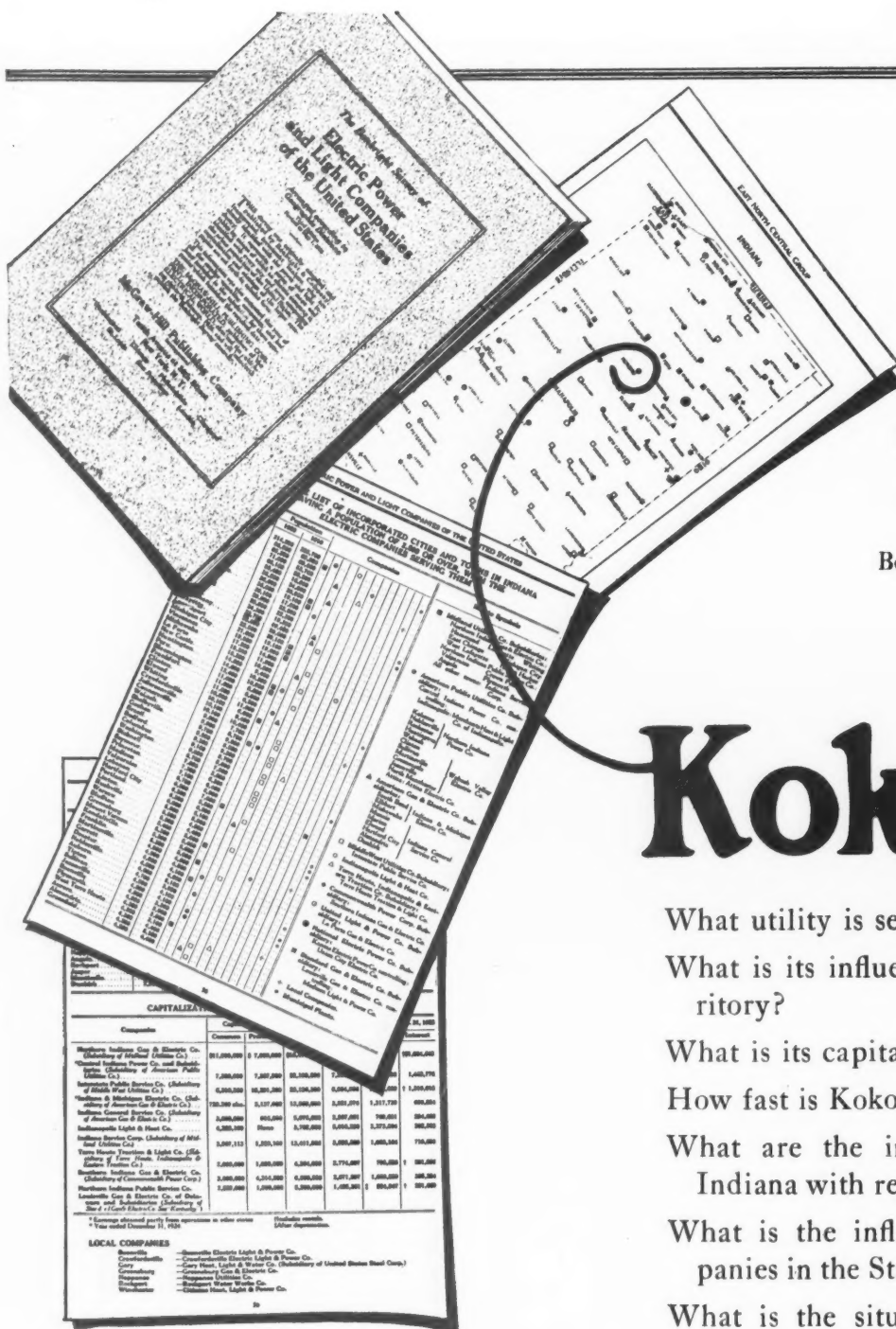
## SILK PLUSH

24, 36, and 50 in. widths  
All available colors

**THE NATIONAL PLUSH CO.**

7 W. 3rd St., New York

*Just write to us—and will bring you the message*



Sample pages  
from the  
1926 Edition  
of the  
Bonbright Survey

# Kokomo?

What utility is serving Kokomo?

What is its influence in the surrounding territory?

What is its capitalization? Earnings?

How fast is Kokomo growing?

What are the important characteristics of Indiana with regard to power consumption?

What is the influence of the holding companies in the State?

What is the situation with regard to local utilities and municipal lighting plants?

These are but a few of the questions about Kokomo, or any other town, answered in the Bonbright Survey of Electric Power and Light companies of the United States.

This book will give you an intimate picture of the electric light and power industry in any part of the country.

The 1926 Edition is now ready. May we send you a copy on approval?

## THE BONBRIGHT SURVEY

now published by  
**ELECTRICAL WORLD**  
Tenth Avenue at 36th Street, New York, N. Y.

**\$5.00**  
per copy

**ELECTRICAL WORLD**  
Tenth Ave. at 36th St., New York

Gentlemen:

Please send me.....copies of the Bonbright Survey at Five Dollars per copy.

Name .....

Address .....

Title .....

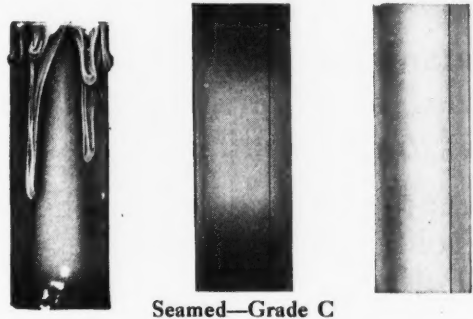
Company .....

City .....

State .....



## The Fixture Manufacturer Gets All These Advantages



Seamed—Grade C

**N**OW, for the first time in the industry, candle tubes are manufactured by big production methods.

The same process  
that cuts their cost  
improve their quality!

Patented machinery has now been installed throughout our factory, which turns them out automatically—at a speed never before possible. Grades A and B die drawn, no loose inside flaps.

All styles, all finished, all quantities.  
We now control the entire process, even the paper production.  
Send for your sample and price lists.

**ELASTOID FIBRE COMPANY**  
Exchange Street, Waltham, Mass.

## Entirely New—

## The ARISTOCRAT DESK LAMP

with  
**Daylight Glass**

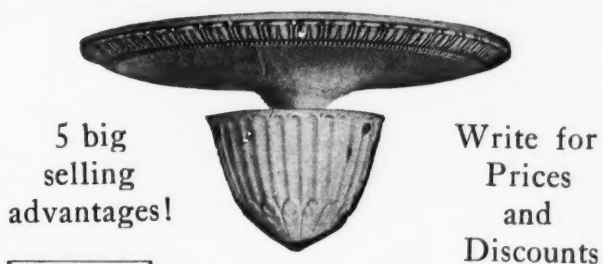


Offices, Banks, Stores,  
Homes—Will want this  
wonderful lamp.

*Big profits for you.*

**SUN-RAY**  
INC.  
*Lighting Products*

119 Lafayette Street, New York



5 big  
selling  
advantages!

Write for  
Prices  
and  
Discounts



**PLANETLITE CO., Inc.**

Canadian Pacific Building

342 Madison Ave., New York City



Write at once and get  
complete details.

## Water Purifier AND SOFTENER

**New Electrical Device Offers  
Unusual Selling Opportunity**

A perfected lamp socket device for purifying water. It removes unpleasant tastes, odors, sewage, trade waste, etc., as well as injurious minerals. It renders the water clear and palatable, leaving such mineral salts as are necessary. Place one in your window on display and see the attention it commands. **It shows action.** Made in sizes for homes, hotels, hospitals, etc. Reasonably priced.

**Avery Electric Purifier Corp.**  
202 S. State St., Chicago.



These  
**R. L. M.**  
Reflector Brands  
having been approved  
now bear this label

**ELECTRICAL  
TESTING  
LABORATORIES**



80th St. and  
East River  
New York, N. Y.

## Window Lighting

A new, rugged, efficient, spot and flood light with color effects suitable for any mounting. It is just a recent addition to our large variety of lighting units for special lighting and effects. Get acquainted with Kliegl Bros. line.

Write for Catalogue K

**Kliegl Bros.**

**Universal Electric Stage  
Lighting Co., Inc.**  
321 West 50th Street,  
New York, N. Y.

Stage Lighting Engineers—Designers and Builders  
of everything electrical for the stage and theatre.





FRONT VIEW

*Rectangular Reflectors  
for  
Rectangular Signs*

*Boost your sales with*  
**ISOLUX**

*Its many uses mean—  
big sales, quick turnover,  
and large profits!*

Designed to meet the demand for an efficient sign reflector, Isolux also takes its place as an efficient reflector used:

OUTDOORS, for lighting      INDOORS, for

Railroad Yards  
Skating Rinks  
Tennis Courts  
Athletic Fields  
Bridges, etc.

Factory and Mill  
Sidelighting  
Bowling Alleys  
Clocks, Bulletins  
Auto Exhibits, etc.

Isolux in service throughout the country is proving its efficiency.

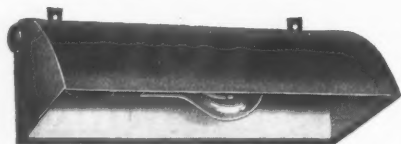
**Boost your Sales with Isolux**

*Write for Bulletin 23-B.*

**WHEELER REFLECTOR CO., 275 Congress St., Boston**

**DAY-BRITE**  
Trade Mark Reg.  
**REFLECTORS**

*Why miss this greater  
Sales and Profit  
Opportunity?*



No. 120

**C**ONTRACTOR Dealers, Contractors and Jobbers can get their reflector business going "full steam ahead" by simply getting back of the Day-Brite line. Why delay? Make those reflector sales come your way.

*Write for Catalog No. 5  
for full information.*

**DAY-BRITE REFLECTOR CO.**  
703 S. Broadway, St. Louis, Mo.

"THE HOUSE OF A THOUSAND LANTERNS"

No.  
273

**Lanterns  
are  
ready  
sellers**

**Made of Copper**

G.G.G. Copper Lantern Designs appeal to the architect and home-lover. Manufactured in U. S. A. to meet the increasing demand for well-made, attractive, weatherproof lanterns at moderate prices.

All G.G.G. Lanterns are made of copper and bronze. "Weatherproof Copper Lanterns Never Rust." "First Cost is the Last Cost."

*Send for Catalog, Dep't M*

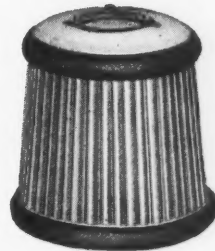
**GRUBER BROTHERS**  
392 Broadway, New York City



Pat. Sept. 1, 1925  
50 Glassilk Candle Shade  
Complete with Holder



Registered



Pat. Sept. 1, 1925  
52 and 53 Glassilk Ball  
Lamp Shade  
Complete with Holder

GLASSILK Shades are made entirely of glass and decorated so that their resemblance to silk is very striking. Colors are fired in; easily cleaned; and do not wobble. Made in several shapes and sizes. Six popular colors.

A splendid leader  
Send for General Catalogue No. 34  
Dept. A. D.  
ESTABLISHED 1881

**GILLINDER & SONS, INC.**

Tacony, PHILADELPHIA, Pennsylvania

## The Matchless Gift

No. 42  
List \$5.00



Safe, sure, satisfactory.  
Manufactured to last.  
Of very pleasing design.  
Keeps matches out of tray.  
Eliminates hot ember risk.  
Runs on 110 volt circuit.  
Lights smokes immediately.  
In rich bronze finish.  
The unit is guaranteed.  
Everyone seeing desires it.

Dealers will find the display and sale of Smokerlites increases the sale of other merchandise as it is unsurpassed as an interest arouser. Catalog upon request.

Patented and Manufactured by  
The Hance-Parker Mfg. Co.  
Meriden, Conn.

## Zellac

versus

## BLUSHING

Summer is here again with all its "blushing" difficulties! The usual precautions are not nearly so necessary when Zellac grades are used.

WE HAVE PREPARED A HELPFUL  
LEAFLET ENTITLED "BLUSHING."  
SEND FOR A COPY—IT'S FREE!

**ZELLER LACQUER MFG. CO.**

**ZELLER BUILDING** 20 East 49th St., New York

Stockrooms and Offices at

CHICAGO: 551 W. Lake Street  
LOS ANGELES: 756 Ceres Avenue  
SAN FRANCISCO: 67 Steuart Street  
DENVER: Ormor Sales & Supply Co.,  
1428 Court Place, Distributors.

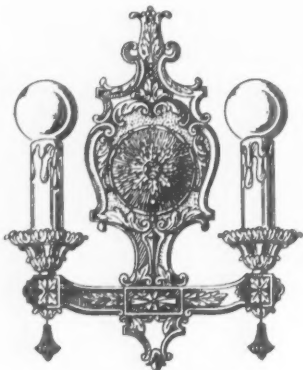
**ZELLAC**

# ZELLAC



## *Acme Lighting Products*

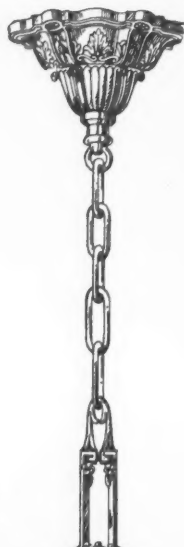
**Outstanding Qualities Make The**  
*Acme Offers Thru Its Mail Selling*



**No. 312C**

Wired with Canopy Switch

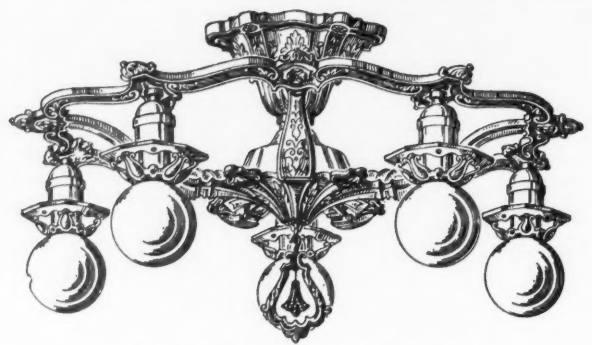
Florentine Finish	<b>3.90</b>
Byzantine Finish	<b>4.15</b>



**No. 302D—SPREAD 10-in.**

Wired with Key Sockets

Florentine Finish	<b>3.85</b>
Byzantine Finish	<b>4.20</b>



**No. 305 1/2—SPREAD 19-in.**

Wired with Keyless Sockets

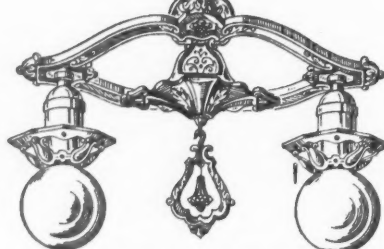
Florentine Finish	<b>9.25</b>
Byzantine Finish	<b>10.25</b>



**No. 305C—SPREAD 19-in.**

Wired with Keyless Sockets

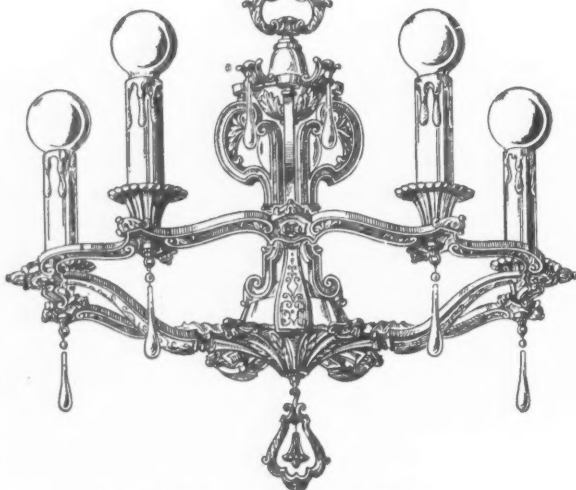
Florentine Finish	<b>9.75</b>
Byzantine Finish	<b>10.75</b>



**No. 302 1/2—SPREAD 10-in.**

Wired with Keyless Sockets

Florentine Finish	<b>3.60</b>
Byzantine Finish	<b>3.90</b>



*The 300 Line Is Stocked*

**BYZANTINE POLY**

**This Line Will Increase  
 The Large Spread Beau  
 Have Won the Favor of**

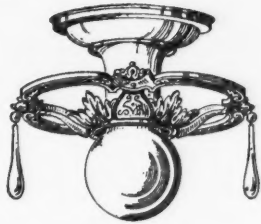
**ACME LIGHTING**

*formerly ACME*

**2114 Woodland Ave.**

## *Acme Lighting Products*

**300 Line Most Popular Seller**  
*Plan the Greatest Values Possible*

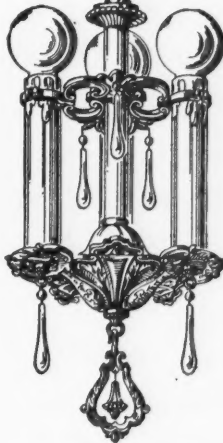


No. 301

Wired with Receptacle

Florentine Finish 1.60

Byzantine Finish 1.75

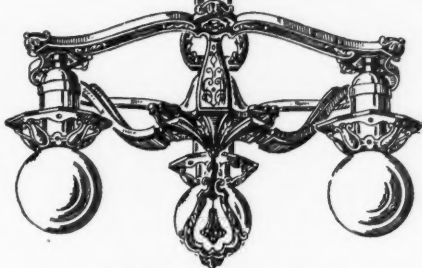


No. 311C

Wired with Pull Socket

Florentine Finish 2.90

Byzantine Finish 3.10



No. 303D—SPREAD 12-in.

Wired with Key Sockets

Florentine Finish 5.50

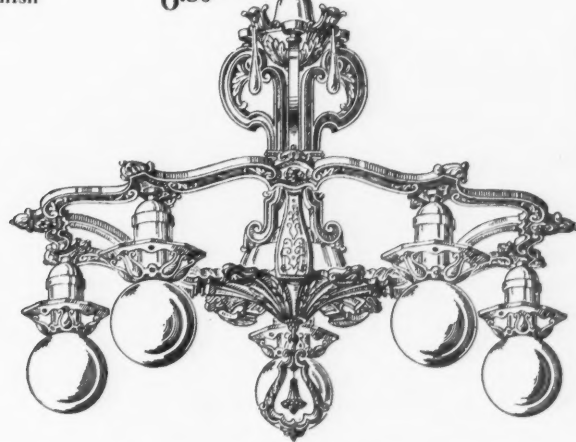
Byzantine Finish 5.85

No. 313—SPREAD 8-in.

Wired with Keyless Sockets

Florentine Finish 6.00

Byzantine Finish 6.50



No. 305D—SPREAD 19-in.

Wired with Key Sockets

Florentine Finish 9.75

Byzantine Finish 10.75

*Order Today  
 By Mail*

*in Two Finishes*

**FLORENTINE POLY**

**Your Sales and Profits  
 tiful Lines and Finishes  
 the Home Builder**

**PRODUCTS, INC.**  
**MANUFACTURING CO.**  
 Cleveland, Ohio

## Just three years old—

**W**ERE we to list the names, much less show photographs, of the noteworthy installations of Sol-Lux luminaires made in the three short years this lighting unit has been on the market, we might furnish you with a powerful weapon to aid in selling still more Sol-Lux. But, it is more likely that in the time it would take for you to read the list, you could be selling Sol-Lux to that store around the corner and making a handsome profit for yourself.

It is enough to know that at the tender age of three years, Sol-Lux can be found in countless schools, stores, libraries, banks, offices, hospitals,—and that each successive sale is building an enviable reputation for the Aristocrat of Lighting Units.

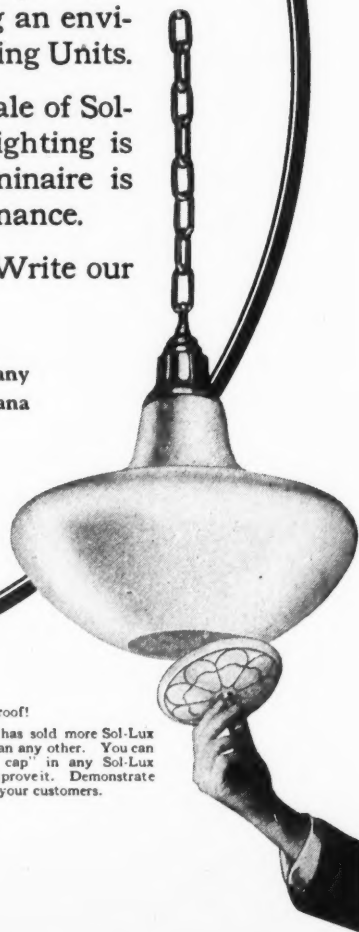
There is real profit for you in the sale of Sol-Lux, because the demand for better lighting is growing steadily and the Sol-Lux luminaire is practical—in illumination and in maintenance.

Want the story of greater profits? Write our nearest office—or

Westinghouse Electric & Manufacturing Company  
Merchandising Department South Bend, Indiana



Suspension type  
Sol-Lux luminaire



It's Dustproof!

That fact has sold more Sol-Lux installations than any other. You can "tilt out the cap" in any Sol-Lux installation and prove it. Demonstrate this feature to your customers.

# Westinghouse

X87846





One of the new Moe-Bridges Creations—the 18 S-5—in Colonial Brass finish.

## A New Line of Fixtures to Fit Present Day Trends

FALLING in line with public preference is the surest way to sales profits. The demand today—a nationally popular leaning of the public in building, in furnishing, in decoration—is toward the Colonial.

Meet the brand-new Moe-Bridges Colonial line of Lighting Fixtures!

They will sell—and sell easily—because they fit the times. They are correct, authentic in line, in finish and in tone. The "18" Line consists of a five-light candle fixture, a one-light bracket and a three-light hall lantern.

Of course, the new Colonial line carries the regular Moe-Bridges guarantee covering materials and workmanship—a guarantee that is good for the life of the building.

There's a whole lot to the Moe-Bridges way of doing business that you'll like. It will pay you to find out how Moe-Bridges keep prices down—and quality up. Write for the complete details.

MOE-BRIDGES COMPANY  
MILWAUKEE



"Coffee on the House"

The serving of steaming-hot coffee to the entire Moe-Bridges force, is a little attention to the comfort of employees which is reflected in their attitude toward "the house." This is one of many progressive policies in force at Moe-Bridges, which has a very decided effect on the quality of the products.

# MOE-BRIDGES

Residential & Commercial  
Lighting Equipment.

A THOUSAND THINGS MAY HAPPEN IN THE DARK



## Vacation days are *flashlight nights!*

IN THE grip for the trip . . . your Eveready Flashlight. Ever ready to light your path at the shore, lake, farm, mountains. Be sure to take a *genuine* Eveready—the pioneer flashlight and still the best by long odds.

Every worth-while flashlight improvement has been an Eveready improvement. Eveready has features found nowhere else. Hinged metal ring in end-cap for hanging up flashlight when not in use. Greatest flashlight convenience in years. Safety-lock switch, proof against accidental lighting and wasting of current.



To get *all* the newest features, as well as those tried-and-true improvements that make for long and trouble-proof service, get the *genuine* Eveready. Keep a reload of Eveready Unit Cells on hand. Then you're all set for a better, safer, happier vacation.

Eveready Unit Cells fit and improve all makes of flashlights. They insure brighter light and longer battery life. Keep an extra set on hand. Especially designed Eveready-Mazda Lamps, the bright eyes of the flashlights, likewise last longer.

Manufactured and guaranteed by  
NATIONAL CARBON Co., Inc.  
New York San Francisco  
Canadian National Carbon Company,  
Limited, Toronto, Ontario

**EVEREADY**  
**FLASHLIGHTS**  
**& BATTERIES**  
*-they last longer*

## Now . . . sell the vacation idea

STRIKING advertisements, like the above, are appearing (in much larger size) in a long list of periodicals all over the United States. They give the prospective vacationer a definite urge to take along an Eveready Flashlight and extra batteries.

Dress your windows and store

with vacation "atmosphere." Cash in on this strong national advertising. A vacation without an Eveready Flashlight is like a ship without a rudder—not particularly pleasant and not particularly safe. Talk up the vacation idea now and watch your flashlight sales jump.

NATIONAL CARBON COMPANY, INC., New York, San Francisco

Atlanta

Chicago

Dallas

Kansas City

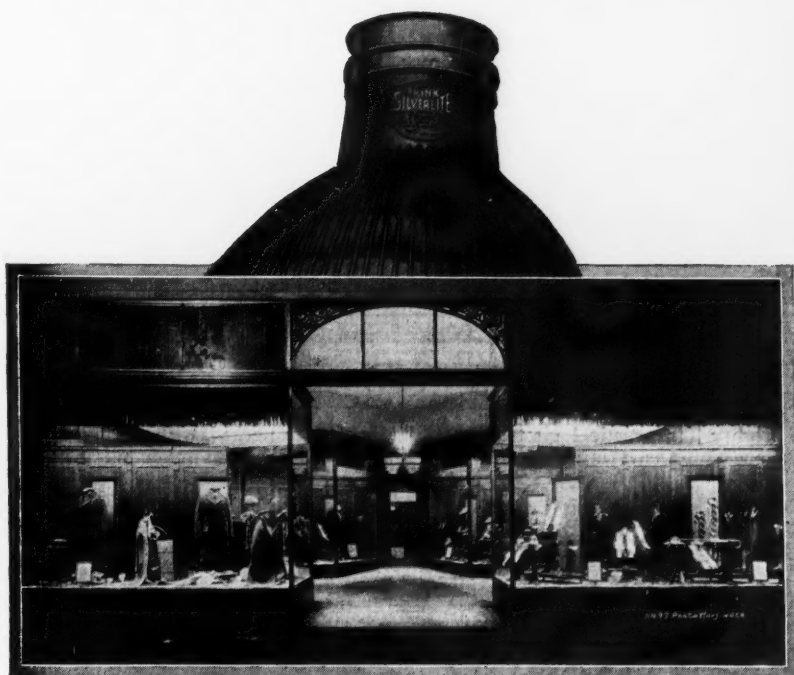
Pittsburgh

Canadian National Carbon Co., Limited, Toronto, Ontario

# SILVERLITE

Trade Mark Reg.

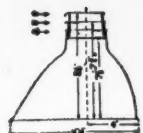
*All Metal Reflector  
Will Not Crack Nor Peel*



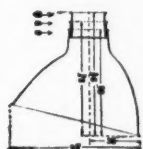
**Two New Silverlite  
Windows**

ABOVE—*Strawbridge & Clothier  
Philadelphia, Pa.*

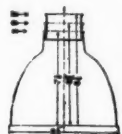
AT LEFT—*Wallach Bros., 5th Ave.  
New York City*



E-2—For use in high narrow windows.



E-4—For use in low deep windows.



E-5—For special uses—through glass ceilings, etc.



E-6—For small windows and high showcases—adapted to new A line. Inside frosted lamps—50-100 watt.

## There Is Profit for You in This Sweep of Silverlite

**W**HAT the big stores do the little ones follow. Right now, store after store, in city after city, is equipping its windows with Silverlite all-metal reflectors.

There is profit in this business for you. First, because Silverlite is easy to handle. It has an extra long profit, it has no breakage, and is light and compact. A Frink guarantee is on every piece.

By advertising, and our own sales force, we are creating the demand for Silverlite. Write us for complete details so that you can take advantage of this nation-wide sweep of Silverlite. Ask for Circular 77.

## THE FRINK CO. Inc.

239 Tenth Ave., New York

Chicago, Ill.  
Boston, Mass.  
Detroit, Mich.  
Pittsburgh, Pa.  
Cincinnati, Ohio

England, 30-35 Drury Lane Kingsway W. C. 2, London  
Canada—Associated with The Robert Mitchell Co. Ltd., 64  
Belair Ave., Montreal  
San Francisco, Cal.  
Cleveland, O.

Los Angeles, Cal.  
Salt Lake City, Utah

Seattle, Wash.  
Buffalo, N.Y.

Birmingham, Ala.  
Portland, Ore.  
Philadelphia, Pa.  
St. Louis, Mo.  
Atlanta, Ga.  
Washington, D. C.





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new library**

**Just Out!**

**Examine one  
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for 10 days FREE**

**No money down  
Small monthly  
payments**

*The only library of its kind in print*

**The publishing event of the year in the field of electrical books —**

Terrell Croft has prepared a new subscription library for practical electricians. The books are packed with the kind of practical step-by-step, helpful information and question-answering diagrams and illustrations that has made all the other Croft books so famous.

The publication of this library is without question the biggest publishing event of the year in the field of electrical books.

**Terrell Croft's  
NEW**

## **American Electricians' Library**

**Six volumes—over 2,000 pages—fully illustrated. Special durable library binding**

*\$2.00 in ten days and \$2.00 monthly for 7 months*

**T**HE six volumes of Croft's AMERICAN ELECTRICIANS' LIBRARY bring you step-by-step directions for the installation of every type of conduit wiring job; they tell you just how to handle every kind of lighting circuit and switch job; they give you stunts for saving time on maintenance routine; they give you usable tips on electrical machinery erection; they offer you practical, clear explanations of all kinds of A.C. armature winding jobs; they bring you a thousand armature winding and electrical machinery and control diagrams; they show you the surest, quickest methods of locating and remedying circuit troubles. They cover a thousand and one problems that you have to face daily. They give you the kind of practical job information that has made all of the Croft books famous. They are books of useful hows and whys and wherefores for wiremen, trouble shooters, armature winders, electrical maintenance men and electrical contractors.

### **More than 1,000 wiring diagrams—**

The thousand wiring diagrams in these six books are alone worth the price of the entire library to any practical electrician. Many of these diagrams are unobtainable elsewhere; many more are very hard to get from any other source; all of them are much clearer and more helpful than most wiring diagrams available. These wiring diagrams alone make Croft's AMERICAN ELECTRICIANS' LIBRARY a great set of books.

*There are over a thousand diagrams in these six books, including:*

- 300 conduit wiring diagrams.
- 9 single-phase armature winding diagrams.
- 52 two-phase armature winding diagrams.
- 100 three-phase armature winding diagrams.
- 570 electrical machinery and control wiring diagrams.
- 300 lighting circuit diagrams.
- and a number of other special diagrams.

**\$17.50 worth of latest Terrell Croft books in  
a special binding at a special price of \$16.00**

Examine these books at your leisure in your own home or shop, just fill in and mail the coupon. No obligation to purchase—no salesmen—no red tape. See coupon for details.

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Gentlemen—Please send me the Croft American Electricians' Library (shipping charges prepaid), for 10 days' free examination. If satisfactory, I will send \$2.00 in ten days and \$2.00 per month until \$16.00 has been paid. If not wanted, I will write you for return shipping instructions. (Write plainly and fill in all lines.)

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Company ..... E. M. 6-1-26

McGraw-Hill Book  
Co., Inc.  
370 Seventh  
Avenue,  
New York.



**STERLING**

**TERLING REFLECTORS** for SHOW WINDOW and DISPLAY CASE LIGHTING.

**HE** most efficient and satisfactory Reflectors ever made. *Silvered Glass, Stipple Finish, Enduring Lustre.*

**VERY** Sterling Reflector is guaranteed not to check, peel, tarnish or discolor. Satisfaction is always assured.

**ELIABILITY** of quality, workmanship, finish and service have made Sterling Reflectors exceedingly popular.

**ESS** breakage and greater facilities for more profitable merchandising through our improved method of packing.

**NSURE** your sales and profits. Feature Sterling Reflectors and you'll be greatly pleased with results.

**OW** is a good time to solicit installations for Sterling Reflectors among all classes of Retail stores.

**ET** complete information, catalog, prices, etc. from us by mail.

**Reflector & Illuminating Co.**  
Representatives in all Principal Cities.  
1407 Jackson Blvd.  
Chicago, U.S.A.

**Sterling KAS-LITE UNIT**

## Biggest Profits Come through the Easiest Sales

Only the good reputation of a trade mark combined with supreme quality and reasonable price can achieve easy sales. The good will of the name Benjamin is valued at millions of dollars—the quality of Benjamin Stand Lamp Clusters is the finest that one of the largest manufacturers of electrical goods can develop, as the tremendous sales of this product have proved—and the reasonableness of Benjamin Cluster prices is also proved by this great volume of sales.

You will find a Benjamin Cluster made to harmonize with every kind of stand lamp conceivable.




Benjamin Adjustable Cluster  
Cat. No. 890



Benjamin Wireless Cluster  
Cat. No. 842

The nearest office will gladly send you complete particulars on Stand Lamp Clusters

**Benjamin Electric Mfg. Co.**  
120-128 So. Sangamon St.  
New York Chicago San Francisco  
247 W. 17th St. 448 Bryant St.  
Manufactured in Canada by the Benjamin Electric  
Mfg. Co. of Canada, Ltd., Toronto, Ont.

# BENZAMIN



Holds a tree as high as 5 or 6 ft.  
Two finishes: Brass and Nickel, wired for electricity.

### Musical Xmas Tree Holder

*Slowly revolves the tree while playing with all the charm of an old fashioned music box.*

*Write for particulars today*

LADOR, INC., 58 W. 45th St., New York City

## THE HOUSE of SUPER-SERVICE

*And Now*

### Harry Alter's new Fixture Catalog

*a copy free to  
every dealer  
on request*

### The Harry Alter Co.

ELECTRICAL and RADIO SUPPLIES  
Ogden at Carroll Ave.  
CHICAGO ILL.

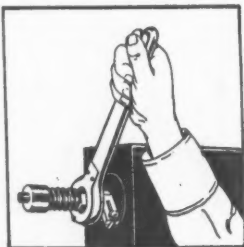
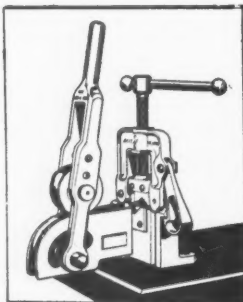
## Jiffy PIPE BENDER VISE

### A Real Labor-Saver

Makes perfect bends, quickly, easily and accurately without kinking, flattening or splitting the pipe. Bends  $\frac{1}{2}$ -in. and  $\frac{3}{4}$ -in. conduit. Any workman can operate.

### Jiffy NIPPLE CHUCK

is a small device which permits cutting short or close nipples.  $\frac{1}{2}$ -in. and  $\frac{3}{4}$ -in. pipe. A real tool!



### "Jiffy" ADJUST- ABLE CUTTER

Cuts holes quickly and easily in steel boxes or switchboard panels at a great saving in time, labor and money. Any diameter,  $\frac{3}{4}$ -in. to 6-in. Weighs only  $3\frac{1}{2}$  lbs.

*It saves its cost!*

### Jiffy SOLDER DIPPER

Quickly and easily solders 50 or 60 joints with one heat. Swinging cups prevent spilled solder and burns.

### Jiffy PLASTER CUTTER

Lightweight outfit for cutting 3-in. and 4-in. holes in plaster. Saves muss and does a good job.

*Write for "Jiffy" Line Circular*



**PAUL W. KOCH & COMPANY**

ORIGINATORS OF THE "JIFFY" LINE OF LABOR SAVERS

27 South Wells St.

Chicago



## Don't Overlook Opportunities

Men who regularly keep in touch with the market through other channels often overlook the many opportunities that are to be found in the

## SEARCHLIGHT SECTION

For Every Business Want

*"Think SEARCHLIGHT First"*

0156



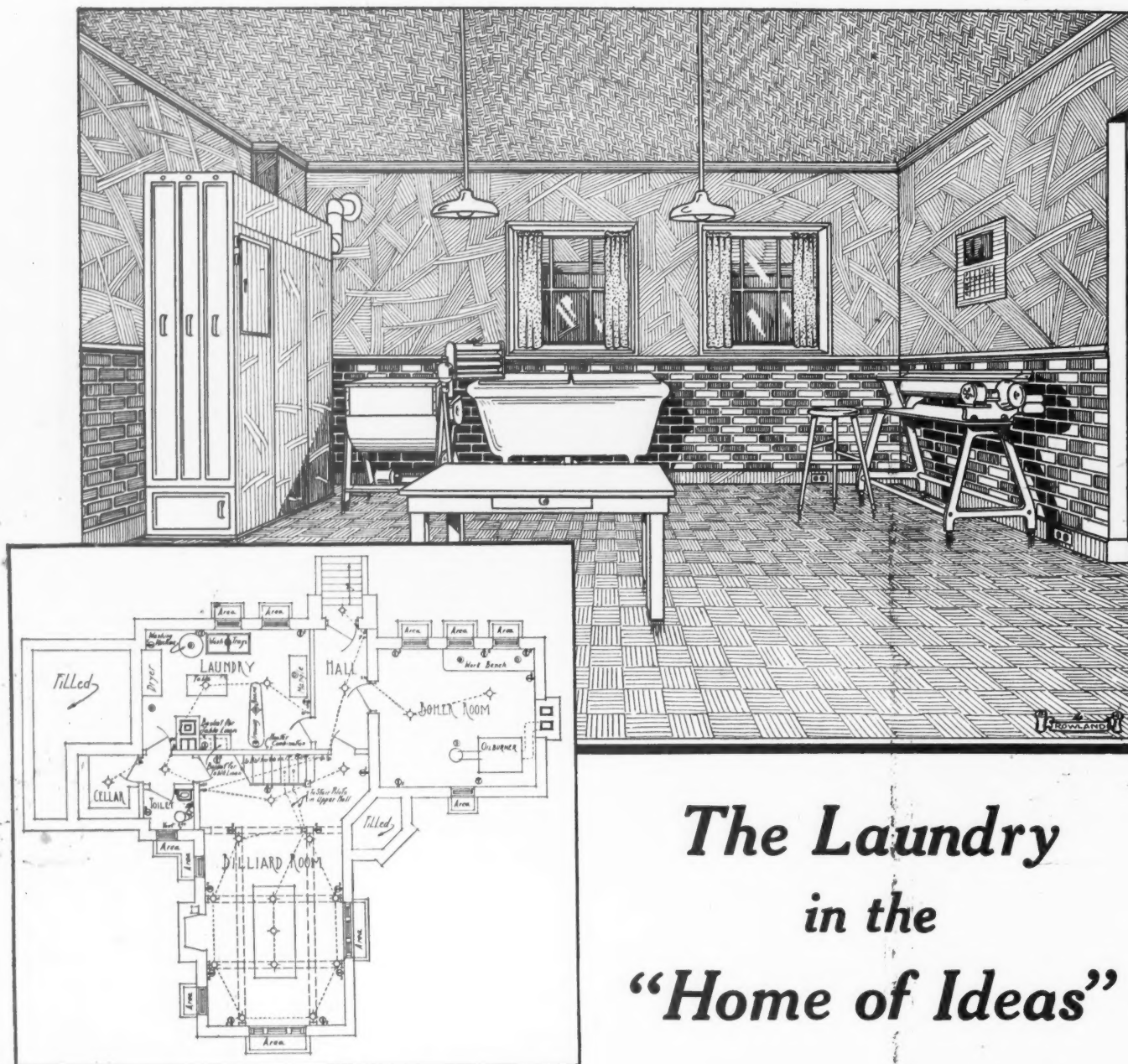
# Electrical Merchandising

*Wiring—Lighting Equipment—Appliances*

## *In This Issue— For the Wiring Contractor*

Los Angeles Inspectors and Contractors Co-operate	Page 6322
Putting the Rainbow to Work	6325
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Increase Outlets per Job <i>A Definite Plan to Help the Contractors Offered by the Wisconsin League.</i>	6332
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How to Estimate the Wiring Installation in a Public School <i>Fifth of a Series of Articles on Estimating Methods Applicable to the Principal Classes of Work Which the Electrical Contractor is Called Upon to Figure. By J. Hooley, Contracting Electrical Engineer.</i>	6350
Code Questions and Answers <i>Wiring Problems Discussed for the Benefit of "Electrical Merchandising" Readers by Victor H. Tousley, Chief of Electrical Inspection, City of Chicago.</i>	6352
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## The Laundry in the "Home of Ideas"

**H**ERE is the laundry that is not only "livable" but "workable."

As in every other household department, the electric current today takes away the drudgery of the old fashioned "Blue Monday"—not to mention Tuesday!

If there is joy in work, there is pleasure in producing clean clothes in this room, and the reasons are primarily, that there is: first, plenty of electric light—where you want it; second, ample electric power—where you want it.

Convenience in arrangement of equipment, washer, tubs, dryers, ironer, and tables, is also a factor. We would include, although it is not shown in the plan, a ventilator installed near the ceiling, and controlled as is our ventilat-

ing system already described in bathroom and garage plans.

Our engineers and sales organization are eager to cooperate with you in building Bryant "Homes of Ideas" to fit the needs and pocketbooks of families who are, or may become your clients.

For our basement plan these Bryant switches, outlets and plates are needed: 5—2951-BH; 3—OS61; 5—OS62; 23—9022; 23—OV61; 7—2953-BH; 7—2954-BH; 1—466; 2—2355; 1—OSB42; 2—427; 2—OB61.

Experience!—of architect, contractor, and home builder—will suggest additional wiring conveniences that will help make the basement in the Bryant "HOME OF IDEAS" even more livable.

A complete set of the Bryant "Home of Ideas" series will be sent to interested architects and contractors on request. Be sure you have the Bryant Catalogue on your desk.



### THE BRYANT ELECTRIC COMPANY

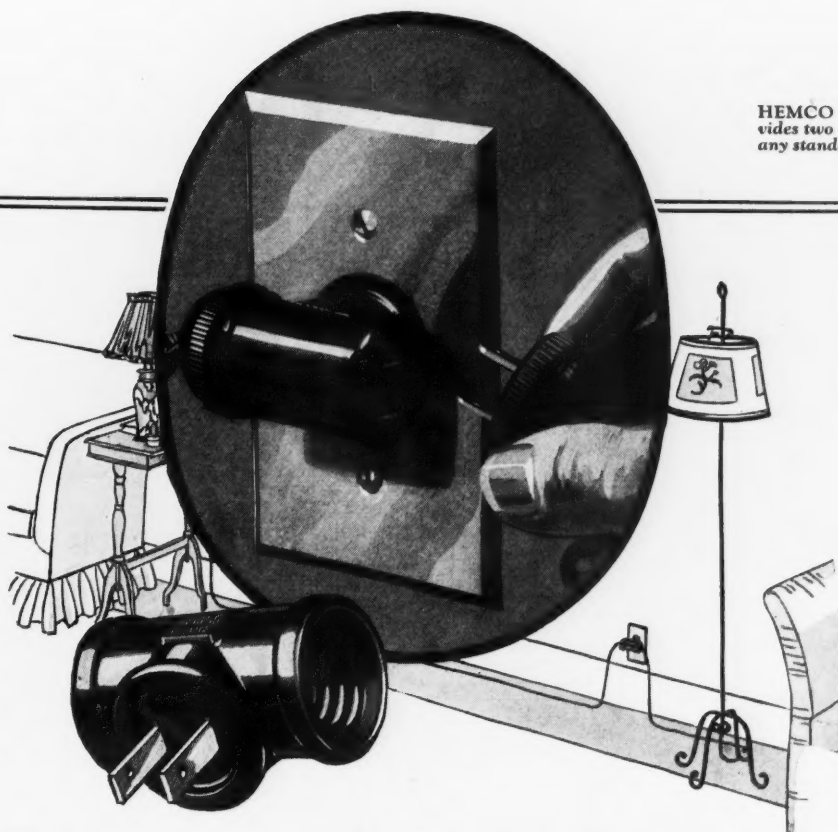
1421 State Street, Bridgeport, Conn.

NEW YORK, 342 Madison Ave.

CHICAGO, 844 West Adams St.

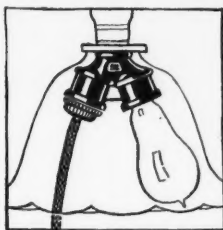
SAN FRANCISCO, 149 New Montgomery St.



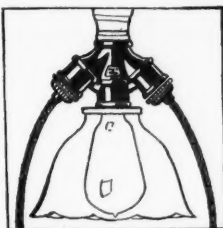


HEMCO TEE-PRONG—Provides two slotted outlets to take any standard attachment caps. Price 50c

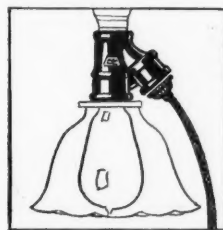
HEMCO TEE-LITE—Similar to Tee-Prong, except screw shell outlets are provided to take any attachment plugs. Price 60c



HEMCO TWIN-LITE—Double outlet plug. High capacity. Small size and properly designed to fit under shades. Lasts a lifetime. Formerly sold at 75c—Now 60c.



HEMCO TRIP-LITE—The three outlet plug. Outlets specially threaded to take standard screw or clamp type shade holder. Formerly sold at \$1.10—Now \$1.00.



HEMCO TACH-LITE—The side outlet plug. Allows lamp to be used in vertical position. Outlets, as shown, threaded to take any standard screw or clamp type shade holder. Formerly sold at 75c—Now 60c.

## Distinctive HEMCO Beauty and Utility is Reflected in Sales Volume

Pretty particular about the appearance of her home—the woman of today. Therefore, when it comes to buying plural plugs she'll choose "Hemco." Their rich black will blend nicely with her home furnishings. The woman buyer may not know that Hemco Plugs are genuine Bakelite, but she'll appreciate their unobtrusive beauty.

Likewise your man-of-the-house prefers Hemco Plugs because his mechanical sense shows him the value of metal parts and screw shell permanently imbedded in the plug never to come loose. The fact that Hemco Plugs are heat and moisture proof—that they do not mar or break when dropped sells him completely.

It's the combination of beauty and utility that sells "Hemco" to men and women buyers alike.

It is this combination that has placed Hemco in its present position of sales leadership.

Write now for particulars on how to secure your share of the profits resulting from Hemco popularity.

### The Bell Ringing Transformer with a Bakelite Case

Another Hemco Product built for a lifetime of service. It solves permanently the problem of power for doorbells, electric locks and low power requirements.



# HEMCO PRODUCTS

GEORGE RICHARDS & COMPANY INC.  
557-WEST MONROE STREET-CHICAGO, ILLINOIS.



# ROMEX Rules App

THE National Fire Protection Association, at its annual meeting at Atlantic City on May 13, formally approved the Electrical Committee's National Code



NEW YORK  
50 Church Street  
BOSTON  
Little Building  
CHICAGO  
14 E. Jackson Blvd.  
DETROIT  
25 Parsons Street

## ROME WIRCO

Mills and Executive Offices:  
ROME, N.Y.

# Approved by N.F.P.A.

Rules for Non-Metallic Sheathed Cables. Copies of these Rules, as edited and approved for the National Electrical Code, will be supplied upon request.



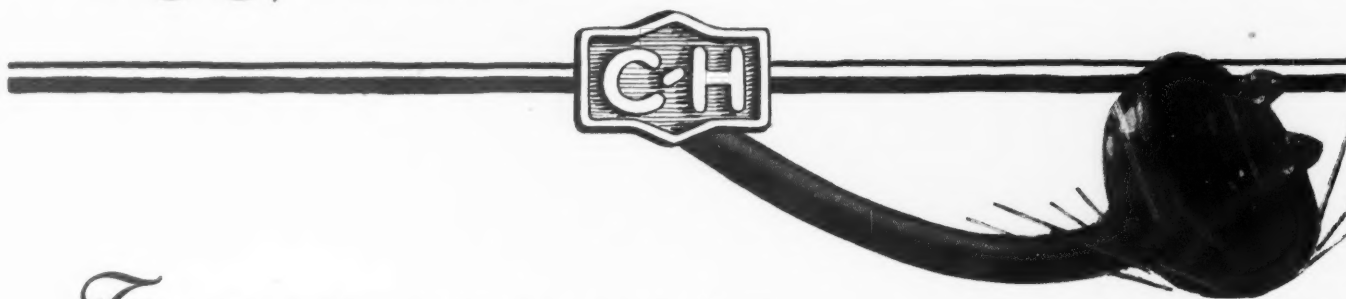
## IR COMPANY

Offices:

**Diamond Branch:**  
BUFFALO, N.Y.

CLEVELAND  
1200 W. 9th Street  
LOS ANGELES  
J. G. POMEROY, Inc.  
336 Azusa St.  
SAN FRANCISCO  
J. G. POMEROY, Inc.  
51 Federal Street

*Like the armor on a Dreadnaught Plug, the C-H trademark, wherever it appears, insures long, dependable service—building sales and fostering good will*



THE thing that makes a C-H PLUG so easy to sell, and so profitable to sell, is a *recognized* quality that guarantees long, satisfactory service.

For more than 30 years C-H products have been building this reputation. Today they are living up to it—and building profit for the men who sell them.

Attractively cartoned for counter display they sell on sight and reputation, and the years of dependable service they deliver build good will for the man who recommends them.

Fast selling, and in themselves attractive, plugs marked "C-H" speed the sale of every appliance by adding to its obvious convenience.

Sell plugs and receptacles bearing this accepted trademark.

*The cap on the C-H Dreadnaught Plug is steel clad to resist every impact. It prevents damage to the plug cap when used with basement appliances where breakage on the concrete floor is so common. It will not crush, chip or crack. This C-H quality plug is good for years of severe service.*



*Attractive display cartons bring quick sales. The C-H Trademark and the orange and blue of the container stand for proven quality in the buyer's mind.*

# CUTLER-HAMMER



## An Emblem of Quality



The C-H 7690 "Econo" attachment plug has many features of superiority at an unusually low cost. Extra heavy walls to prevent breakage, rivet and anchor construction that holds the terminals from turning, staked screws that save time in wiring, and neat appearance throughout make it a quick seller. The cap and base top are of genuine Thermoplas.

The C-H 7700 "Standard" separable attachment plug is of the highest quality in material and workmanship throughout. The contact blades are permanently aligned by rivet and anchor construction and a "finding" ring on the plug base makes connections quick and easy. The cap and base top are of genuine Thermoplas.



### Sell more C-H plugs

The known quality that goes with the C-H trademark betters the reputation of every appliance that has a C-H Plug attached. Appliance manufacturers appreciate this. More and more appliances are fitted with C-H Plugs at the factory every day. Dealers will profit by pushing the plugs that are becoming "standard equipment."

The appliance with a C-H Plug attached is a better appliance. The satisfaction the plug delivers spells increased satisfaction with the appliance. Consumer acceptance for C-H Products has been built this way. Profit by the reputation that goes with the C-H Trademark. Get in touch with your jobber today.

### A quality plug for every application

By meeting each need with the *one best plug*, the dealer carrying the C-H Line paves the way to his door for repeat sales.

Whether it's a cord connector, a receptacle for flush mounting, an attachment plug—whatever it is that's called for, he has a C-H device of first quality to meet the need.

The rugged construction, electrical perfection and attractive appearance of every C-H Device are features he promotes to his profit.

**The CUTLER-HAMMER Mfg. Co.**

Pioneer Manufacturers of Electric Control Apparatus

1208 St. Paul Avenue

MILWAUKEE : WISCONSIN

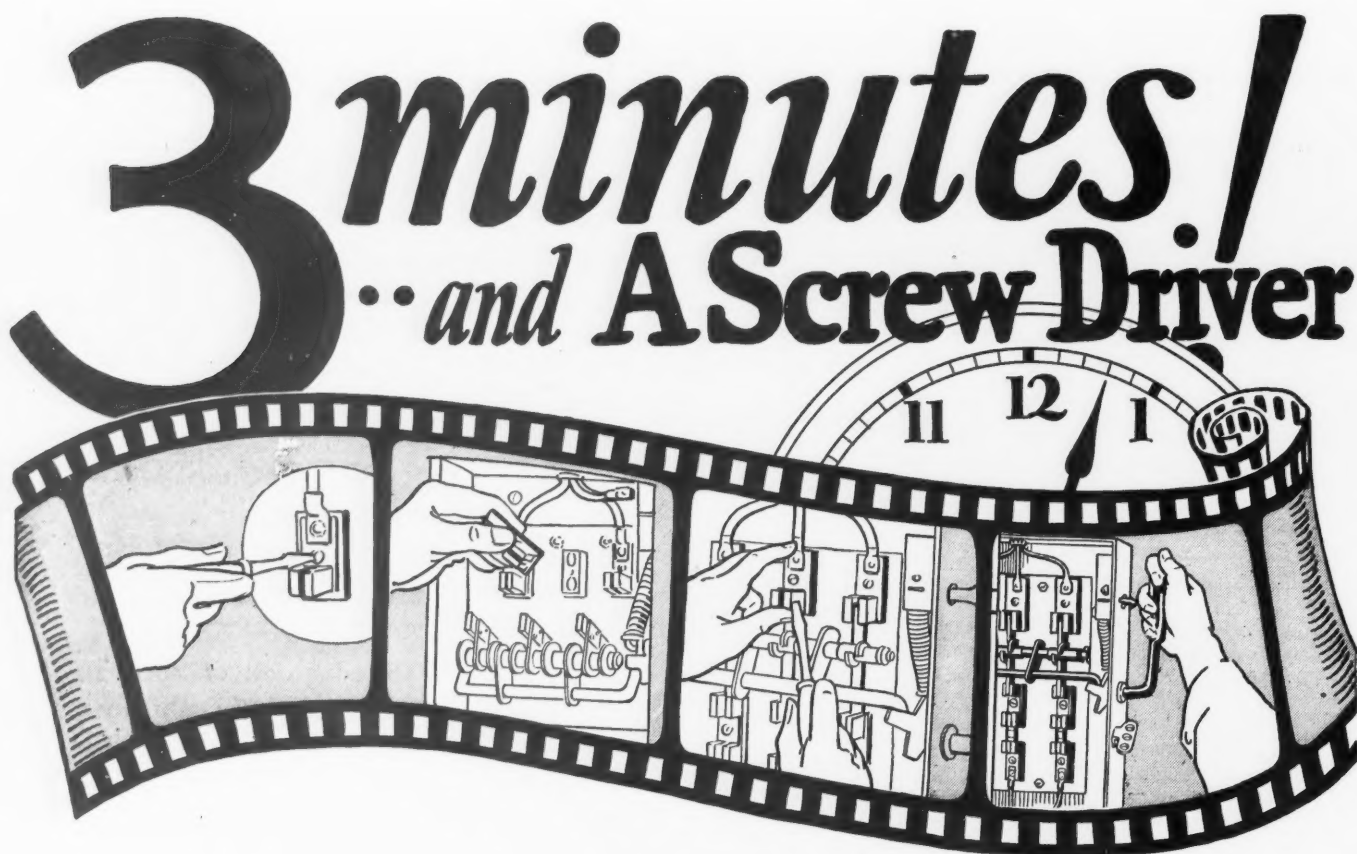


The C-H 7860 Pony Cord Connector is especially designed to meet the demand for small but reliable devices of this description. The caps are elongated, giving a greater bearing for the cord and accentuating the small diameter of these devices. The diameter has been made as small as possible, consistent with sturdy construction.



The C-H 7870 Receptacle for flush mounting is another member of the C-H Pony Line. Small and neat but of sturdy construction and offering the same large contact area as the "Standard" receptacles, it is highly popular.

# Plugs and Receptacles



Three minutes! That's all it takes any Square D salesman to prove Square D's simplicity of construction and ease of maintenance. For with a screw driver as his only tool he or anyone else can, in this brief period of time, remove any blade or jaw from the front without taking the base from the box or disconnecting all wires.



Individual base construction makes this possible, all current carrying parts being mounted on individual insulating bases.

It is this feature, combined with key-controlled accessibility, positive quick make-and-break action, enclosed mechanism, and assured safety that has achieved Square D its leadership—a leadership now solidly founded on more than 4,000,000 satisfactory installations.

*Your careful inspection of these Square D advantages is invited. Ask your jobber or write us direct.*

**SQUARE D COMPANY, DETROIT, U. S. A.**  
 FACTORIES AT: DETROIT, MICH., PERU, IND.  
**SQUARE D COMPANY, CANADA, LTD., WALKERVILLE, ONT.**  
 BRANCH OFFICES: Toronto, Montreal (89)

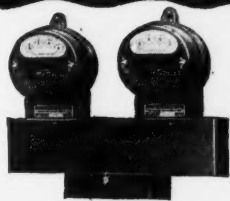
**BRANCH OFFICES**  
 Boston Minneapolis  
 New York Syracuse  
 Pittsburgh St. Louis  
 Philadelphia Atlanta  
 Cincinnati Milwaukee

# SQUARE D

## Safety Switch

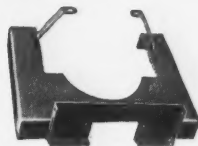
**BRANCH OFFICES**  
 Cleveland Kansas City  
 San Francisco Chicago  
 Los Angeles Baltimore  
 New Orleans Buffalo  
 Indianapolis Columbus

# Every Detail ~ DESIGNED TO MAKE A PROFIT FOR YOU



Duplex Meter Adapter

Details often make the difference between profit and loss on a meter entrance job.



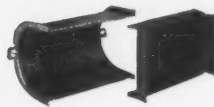
Adapter and Adapter Coupling Endwall

The Noark Meter Service System can be adapted to fit any type of electrical meter.



Universal Endwall

We design every detail in the Noark Meter Service System to make a profit for you.



Banking Trough and Cover

Same boxes may be used singly or in banked installations. All fittings standardized.



Branch Block Cabinet

Quick work—quick profits. See how the accessories help.



Knockout Closure



Porcelain Insulating Bushing

Send for Catalog No. 55 and get the whole story—with pictures.



Cabinet Supported Fuse Block



## The Johns~Pratt Company

Division of Colt's Patent Fire Arms Mfg. Co.

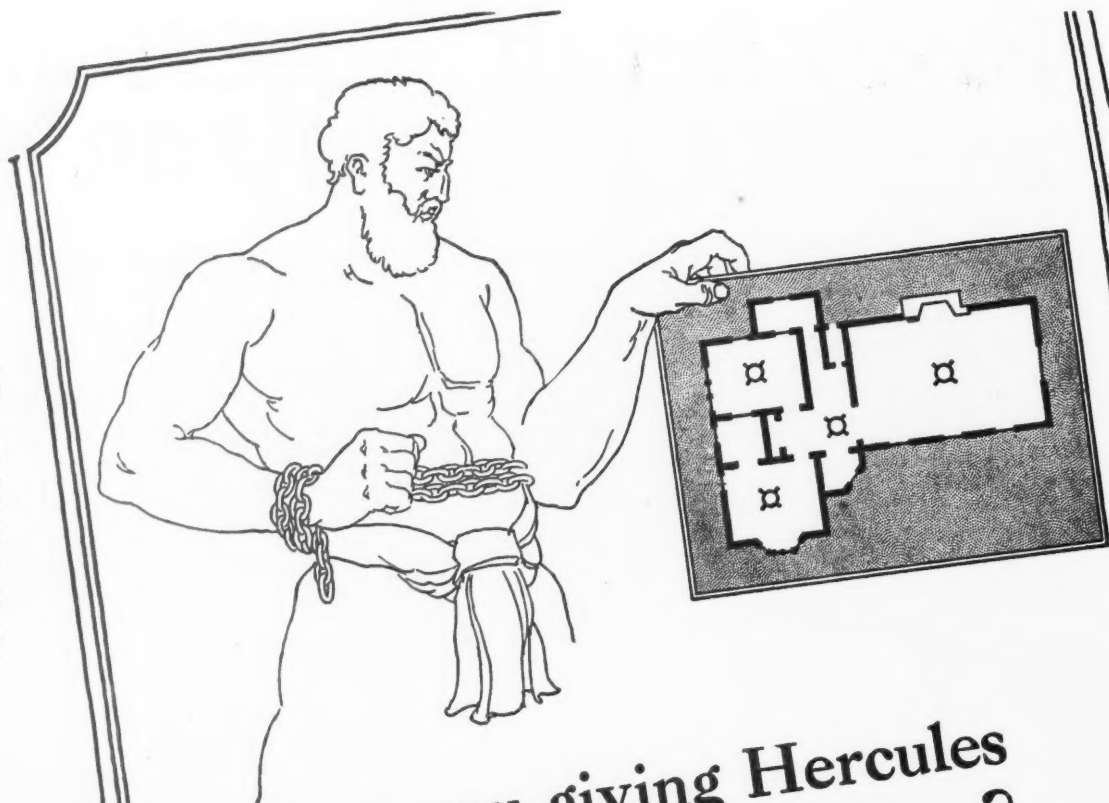
New York  
Boston

Hartford, Conn. Chicago  
San Francisco





This is one advertisement of an extensive series going to people who own and build homes. Reprints for the asking — apply nearest Graybar distributing house or executive offices, 100 E. 42nd St., New York. Offices in 55 principal cities.



## Are you giving Hercules only half a chance?

You might as well bind up one arm of Hercules and expect him to do a real job worthy of his strength, as to expect electricity to do a complete job when your house is inadequately wired.

Electricity is a servant of more than Herculean strength, but you've got to give it a chance. Your wiring plan should be more complete than the one here pictured; it should have more of those curious signs which the electrical contractor uses to indicate switches and convenience outlets and circuits.

Tell your electrical contractor to go ahead and provide these extra outlets and handy switches to make your installation an all-around layout for light, heat and power.

Then couple this wiring system with the right appliances, and your electrical servant of all work will be geared up to do a 100% job.

*Published  
in the  
interest of  
electrical  
development*

*Published  
in the  
interest of  
electrical  
development*

To sell the layman on quality wiring and plenty of outlets—that's one Graybar Electric contribution to electrical development. To make quality wiring supplies and plenty of them readily available for electrical men—that's another Graybar contribution.

**Graybar**  
ELECTRIC COMPANY  
SUCCESSOR TO SUPPLY DEPT.  
**Western Electric**

# Sell More Two-Way Plugs This Easy Way



Copyrighted 1926

A Profit of  
\$3.73

on an  
Outlay of \$6.37

*The Ten-Ten  
Assortment of*

**BENJAMIN**  
*Two-Way and Three-  
Way Plugs*

With Self-Selling Vending Carton

If not already selling plural plugs, here is the most practical and profit-sure way to get started.

With this group of the most popular Benjamin Plugs the dealer can concentrate on a single line, and with a small outlay meet every plural plug need of his community.

The faster movers may be replaced and the complete stock kept balanced at a minimum investment.

Unconditionally guaranteed. Universally accepted. Backed by generous national advertising and supported by generous dealer helps.

Here is a chance to do a real job in selling a complete line and make more profit on your plural plug business. Get in early and order an assortment today.

**Benjamin Electric Mfg. Co.**

120-128 So. Sangamon Street  
Chicago

New York: 247 W. 17th St.

San Francisco: 448 Bryant St.

E.M.-7-26

## *The Ten-Ten Assortment*

includes 16 of the five most popular Benjamin Two-Way and Three-Way Plugs, as follows:

- 3—No. 1083
- 3—No. 1080
- 3—No. 77
- 4—No. 808
- 3—No. 122



No. 1083



No. 1080



No. 77



No. 122



No. 808

*Mail Coupon  
for Initial  
Assortment  
Today*

Benjamin  
Electric Mfg. Co.  
120-128 So. Sangamon  
St., Chicago.

Send.....10-10 Two-Way  
Plug Assortments, and bill through  
my regular jobber:

My Jobber is:.....

City.....State.....

Name of Dealer.....

Street.....

City.....State.....

# NATIONAL ACCEPTANCE

by Electrical Contractors, Dealers, and Jobbers has shown for years they appreciate the efforts of The Paulding Engineering Department which has spent thousands of dollars developing WIRING DEVICES OF MERIT, rendering invaluable service to the entire electrical industry.

The Paulding Co. has always BEEN FIRST to give the electrical industry everything new and practical in wiring devices at MODERATE PRICES.

For instance, years ago, our Engineering Department developed this socket embodying



The Paulding Socket is interchangeable. The shells fit other makes of bases and our bases fit other shell. Made in key and keyless types.

**QUALITY FIRST,**  
not just something to  
sell, but built to install  
easily, and to LAST.

This **PAULDING SERVICE**  
gained the confidence of electrical  
contractors, dealers and jobbers. They  
appreciated the merits of this socket and for  
months our factory has been taxed to capacity  
to supply the demand.

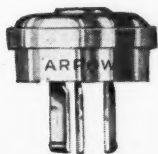
Electrical Contractors want these sockets, and job-  
bers are pleased to supply them. Architects and  
Engineers specify and demand them.

Tests show they are **QUALITY** at a moderate price.

**John I. Paulding, Inc.**  
New Bedford, Mass.



# Heavy Duty Devices for Controlling Ranges, Heaters and Motors

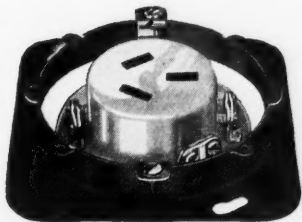


No. 8286

## 3-WIRE FLUSH RECEPTACLE

40 A.—250 V.

A new device which helps to solve the installation problem for ranges and heavy duty appliances. Fits standard boxes.

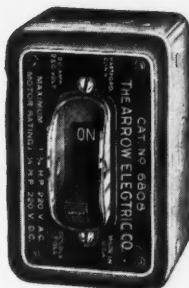


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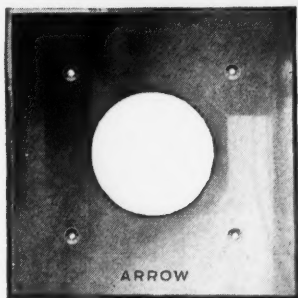
## MOTOR-STARTING SWITCH

D. P. 20 A.—250 V.

This switch is for use with single Phase A.C. and D.C.  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ , H.P. motors and with heavy industrial lighting circuits. It is enclosed in a galvanized box with  $\frac{1}{2}$ " and  $\frac{3}{4}$ " knockouts in each end and  $\frac{1}{2}$ " knockouts on each side and both ends of the bottom.



No. 6808



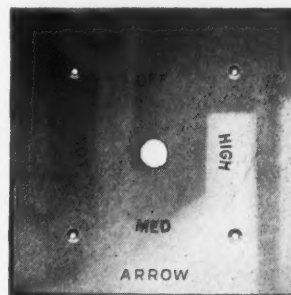
No. 8288

## 20 A.—250 V. D. P. FLUSH SWITCH

This is a high-capacity switch of special and rugged construction throughout. It is designed for control of heavy loads. Fits standard boxes.



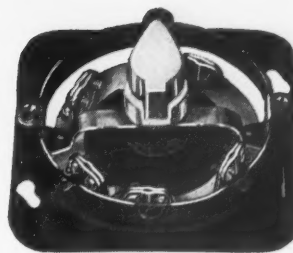
No. 6840



No. 9987

## FLUSH-TYPE HEATER SWITCHES

These switches are designed for controlling heating devices when the switch is mounted on the wall independent of the device. They are furnished with plaster covers which fit standard boxes  $4\frac{1}{16}$ " square and not less than  $\frac{1}{8}$ " deep. Can be supplied in series parallel, multiple, single and double pole types.

Nos. 9981-9986  
25 A.—250 V.Nos. 9991-9996  
35 A.—250 V.

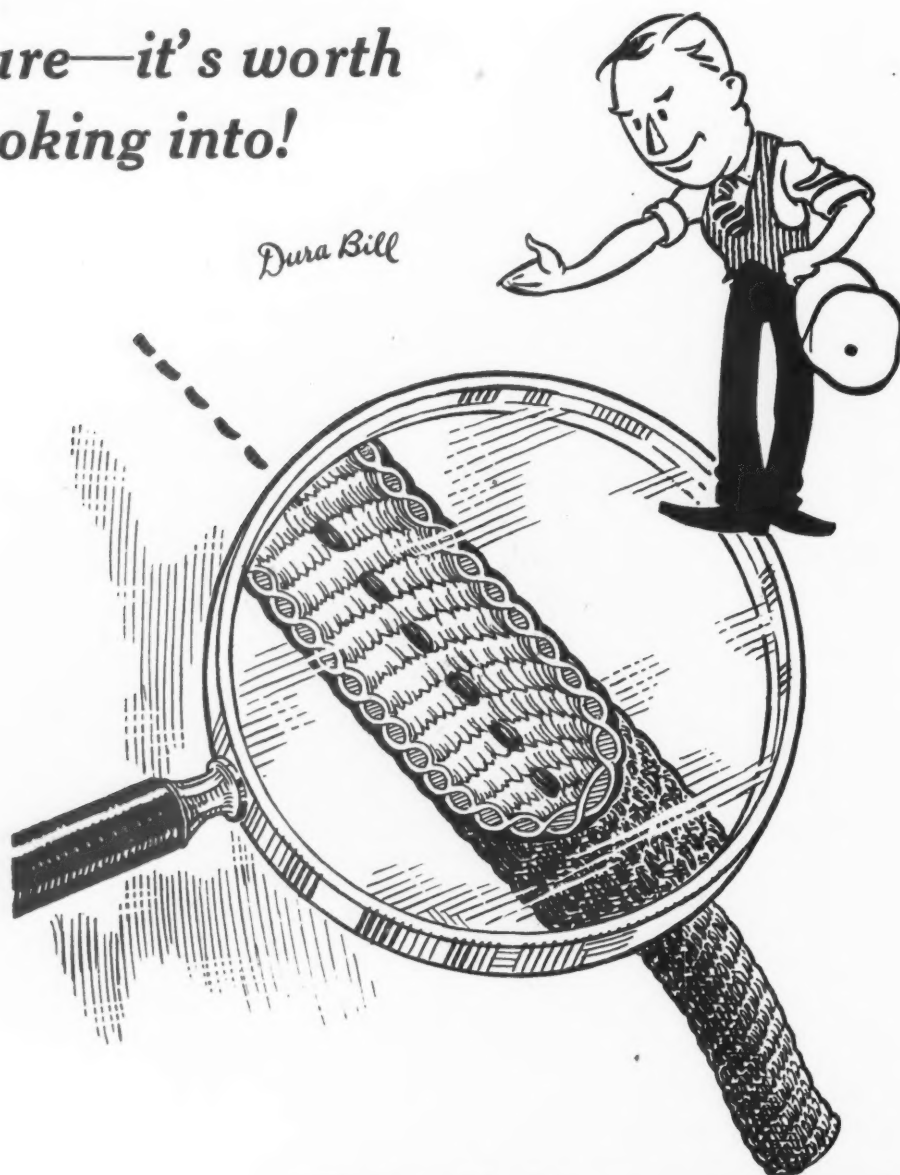
THE ARROW ELECTRIC COMPANY  
HARTFORD, CONNECTICUT

# ARROW

*The complete line of Wiring Devices*

*Original Single Wall  
Roller Bearing Wireway*

*Sure—it's worth  
looking into!*



# DURADUCT

Reg. U. S. Pat. Off.

*The Fast Fishing Loom*

TUBULAR WOVEN FABRIC COMPANY, PAWTUCKET, R. I.  
*Makers of the DURABILT Products, each a Leader in its Line*

**DURADUCT**

Reg. U. S. Pat. Off.

**DURAFLEX**

Reg. U. S. Pat. Off.

**DURACORD**

Reg. U. S. Pat. Off.

**DURAWIRE**

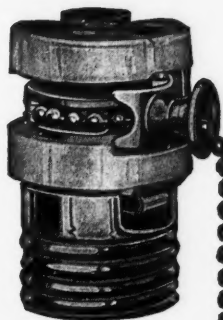
Reg. U. S. Pat. Off.

# WEBER DEPENDABLE WIRING DEVICES

BE **LOYAL TO ROYAL** SOCKETS



**THE YEAR** INTERCHANGEABLE  
DEPENDABLE  
LICENSED



They employ a familiar construction, but give unmistakable evidence of that nicety of manufacture and perfection of finish that have distinguished all Weber goods for more than fifteen years.



"Royal"  
Pull Socket

**And the Line Is Complete**

7 Socket Bodies

8 Switch and Rosette Bodies

20 Caps

19 Bases

**HENRY D. SEARS**

*General Sales Agent*

**80 BOYLSTON STREET  
BOSTON II, MASSACHUSETTS**

District Sales Representatives in

New York

Philadelphia

Detroit

Chicago

San Francisco

Los Angeles



AMERICANS SHOULD PRODUCE THEIR OWN RUBBER . . . *H.B. Firestone*



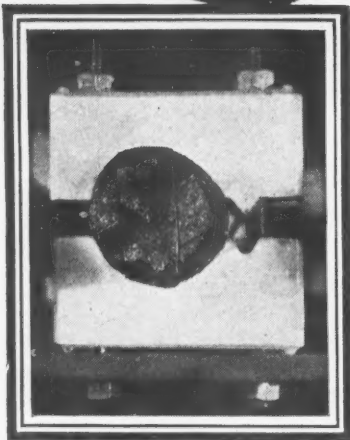
In splicing cables, binding connections or insulating wires of every description, Firestone Friction Tape takes hold with the tenacity of a leach. With proper tension it cements itself tightly giving all the virtues of a solid coupling. Its demand is felt from large commercial necessity to the simplest household use.

## "According to Specifications"—

For now electrical contractors are specifying the use of Firestone Friction Tape in giving estimates. The greater tensile strength, insulation and adhesion properties have long since demonstrated their superiority in actually *surpassing* the tests of the American Society for Testing Materials.

This tape—heavily rubberized with a special adhesive, sulphur-free compound, takes hold instantly and provides lasting insulation and protection.

This preferred friction tape is creating a more and more active demand through established good will and confidence. Enjoy its profitable turnover. Address the nearest Firestone Branch or the Home Office at Akron, Ohio. Ask for prices, specifications and discounts.



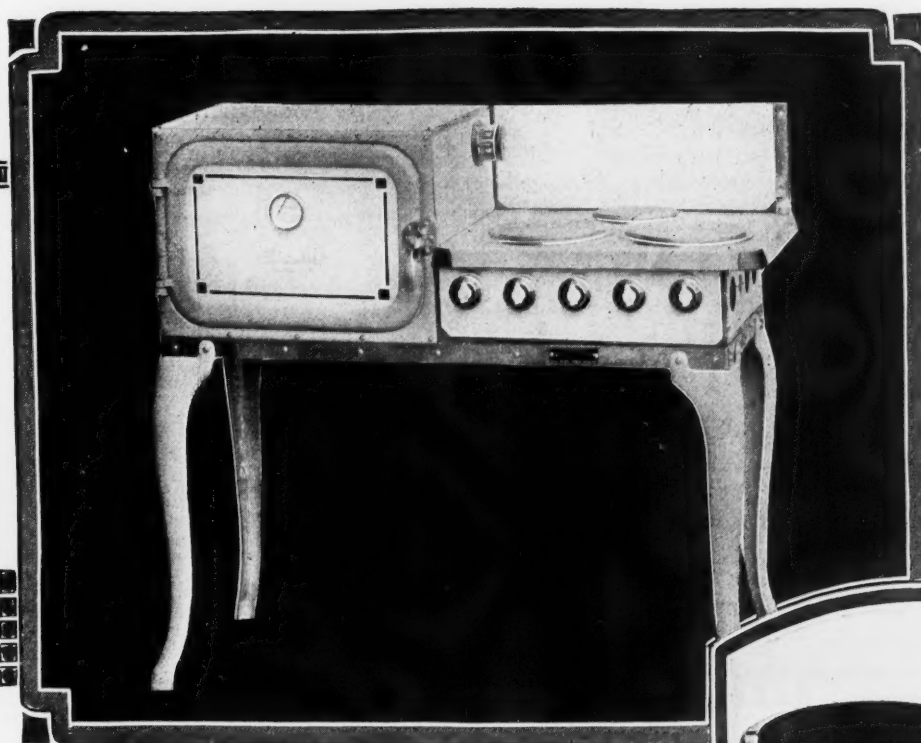
Even on terminals which allow limited surface for adhesion, Firestone Friction Tape is effective with durability and protection.

# Firestone

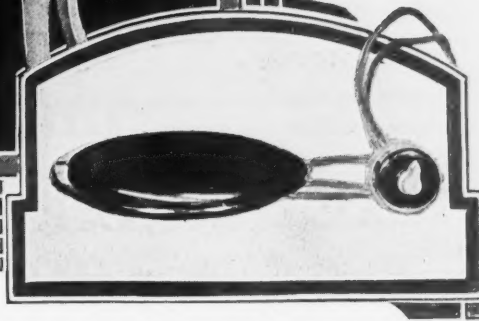
## FRICTION TAPE

# ROCKBESTOS

*-the asbestos covered wire*



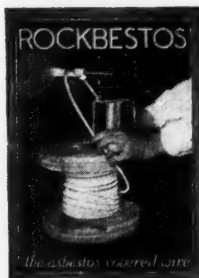
*The Standard Elec. Stove Co. of Toledo, Ohio, make excellent ranges. This is one of them.*



## *Beauty and Utility Combined*

No woman can resist the appeal of this streamline model electric range. Its beauty will enhance any kitchen. She will appreciate the practical side of its operation, too, because the heating units are wired with ROCKBESTOS—the everlasting wire. Ranges wired with ROCKBESTOS function perfectly and never have wire troubles. That is why most of the electric ranges made are ROCKBESTOS equipped.

*The heating unit and switch wired with ROCKBESTOS.*



*Would you like to see and test a piece of ROCKBESTOS Stove Wire? We'll send it.*



ROCKBESTOS—the asbestos covered wire

**ROCKBESTOS PRODUCTS  
C O R P O R A T I O N**

5942 Grand Central Term. Bldg., New York

NEW HAVEN, CONN.

224 Madison Term. Bldg., Chicago

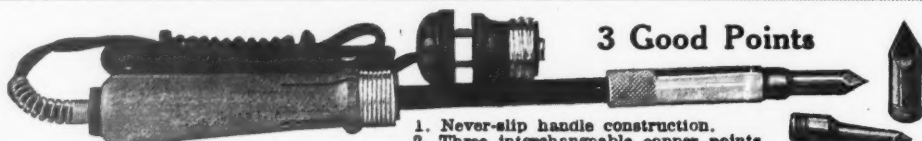
## ASK JIM BETTS

Every Kind of Motor and Motorless Flasher for Every Kind of Electrical Sign

1395 SEDGWICK AVE., NEW YORK, U. S. A.

### Complete Sets

Stand, Paste and Solder in display carton. \$1.75 to \$3.00 List Price. Mail sample order today. All irons have cord springs. Regular discounts—circulars.



### 3 Good Points

1. Never-slip handle construction.
2. Three interchangeable copper points.
3. An unbreakable heating element guaranteed for one year.

Chapman Manufacturing Co., Terryville, Conn.

## Radio Mailing Lists

20099 Retail Radio Dealers.....	Per M \$ 7.50
2285 Radio Mfrs.....	Per List 20.00
2530 Radio Supply Jobbers.....	" " 20.00
1553 Radio Supply Jobbers rated \$5000 and up.....	" " 15.00
1054 Radio Supply Jobbers rated \$50,000 and up.....	" " 10.00
886 Mfrs. making complete sets.....	" " 10.00

and 50 other Radio Lists, U. S. and Foreign countries. Ask for detailed price list, guaranteed 98% correct.

A. F. Williams, List Dept.  
166 W. Adams St., Chicago

## MACHINE SCREWS SCREW MACHINE PRODUCTS

Wire Forming  
Light Metal Stampings

WARNER BROTHERS COMPANY  
Metal Department  
BRIDGEPORT, CONN.

## NET PROFIT

The exceptional low overhead charge for servicing America and Sunshine Electric Cleaners gives you a greater net profit on every sale.

## TWO MODELS

The SUNSHINE—a straight suction model with self-adjusting detachable brush; the AMERICA—two-way brush, belt-driven model.

These cleaners meet in every detail the dealer and consumer requirements for every territory.

*Our dealer franchise will return exceptional profits.*

CABLE ADDRESS "WMECO" WESTERN UNION CODE  
WISE-M<sup>c</sup>CLUNG COMPANY, LTD.  
Manufacturers of

AMERICA **FIRST** **SUNSHINE**  
Worthy of its Name **IN** **QUALITY** **CLEANERS**  
ELECTRIC  
500 EIGHTH STREET  
NEW PHILADELPHIA, OHIO.

## GARFIELD Insulation



"GUMMON" is the standard and original Cold Molded Insulation, made by the oldest and largest producer. Continuously improved to meet increasingly exacting requirements.



Get our booklet. It will pay you to know Garfield Insulation—Strong—Serviceable—Economical—Heatproof.

GARFIELD MANUFACTURING Co.  
Garfield, N. J.

## SKINNER'S

Cut Glass Switch Plates

BEAUTIFULLY finished in gold, white or ivory colors on back.

Electricians and Paperhangers get your supply from your jobber, or write to factory if your jobber does not have them.

Manufactured by

W. SKINNER & SON, Inc.,  
Hammonton, N. J.







I No. 8801, Single Pole:  
 List Price . . . 35 cents.  
 No. 8803, Three-way:  
 List Price . . . 50 cents. I



ITS low price will appeal to you—its smooth, positive action speaks for itself.

This new Hubbell product is truly "A Fine Switch at a Popular Price!"

Strong, simple construction. Completely enclosed. Long, large-headed binding screws. Plenty of wiring space. Good looks. *Quality and low-price*—a combination that can't be beat!

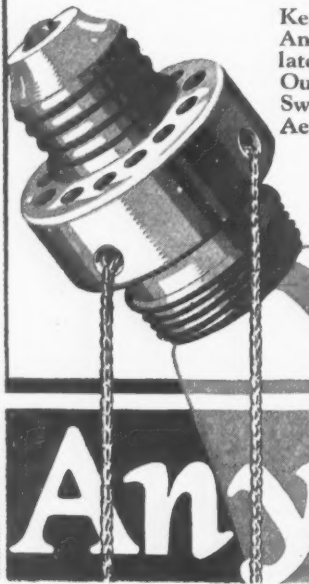
Ask your jobber to show you this new Hubbell Toggle Switch. Convince yourself.

**HARVEY HUBBELL INC.**  
 ELECTRICAL SPECIALTIES  
BRIDGEPORT, CONNECTICUT, U.S.A.  
 NEW YORK, N.Y. CHICAGO, ILL.

**A FINE SWITCH AT A POPULAR PRICE! /**

## Suggest a Saving and please your customer

Your customers appreciate suggestions that will save them money. Show them the Anylite Regulator. Explain how it saves current by simply pulling on the chains—used extensively in bedrooms, bathrooms, nurseries, and hallways.



Keep in mind the complete Anylite Line: Anylite Regulators, Plural Plugs, Wall Outlet Plugs, Portable Switches, and King Cole Aerial and Magnet Wire.

Write for Prices  
and Particulars

**ANYLITE**  
Electric Co.  
Ft. Wayne  
Ind.

# Anylite

## As handy as any other tool in your kit!

*It saves running back  
and forth to the shop.*

A Martin portable vise stand on the job will save a lot of time now consumed in trips back to the shop.

Weighing only 50 lbs., it is as easy to carry as the tool bag. To assemble or knock down takes only a few seconds.

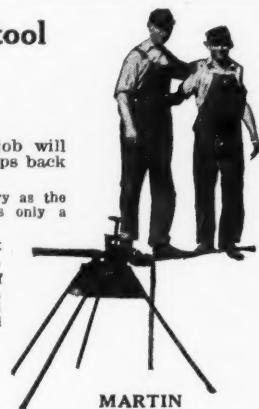
Wide leg spread makes it steady for quick work in bending, threading and cutting conduit.

Get one for ten days' trial. If at the end of that time you do not find it a labor saver, a time saver and as valuable as any other tool you have, we will refund purchase price and all transportation charges!

Over 25,000 in use.

Ask for full particulars

**H. P. Martin & Sons**  
621 E. 2nd St., Owensboro, Ky.



**MARTIN**  
Portable  
Vise Stand

PUT YOUR WIRES ON THE SURFACE WITH

# WIREMOLD

THE WIREMAN'S FRIEND

## THE REASON WHY

*Ideal connectors get sales volume*

Contractors throughout the country are realizing more and more the cost-cutting possibilities of Ideal Connectors. Result—increased sales volume for dealers handling the Ideal line.



**Ideal Connectors** make a stronger and better joint than the old-fashioned soldered joint—in one-tenth the time.

**Ideal Connectors** can be used many times over.

Approval by Underwriters Laboratories. Recommended by Nat'l Elec. Code.

### FREE SAMPLE COUPON

Ideal Commutator Dresser Co.,  
1037 Park Ave., Sycamore, Ill.

Gentlemen:

Please send me FREE SAMPLE of IDEAL Connectors.

Name .....

Address .....

City .....

State .....

WEATHERPROOF



RUBBER  
COVERED

SLOW BURNING

BARE  
COPPER WIRE



**PHILLIPS WIRE COMPANY**  
PAWTUCKET, R. I.

# ATLANTIC

INSULATED WIRES



Including all types of rubber covered, and rubber covered lead encased wires and cables, bare wire, magnet wire, and flexible cords.

**ATLANTIC INSULATED WIRE  
& CABLE COMPANY**  
Rome, N. Y.

**EAGLE**

"Perfection is not an accident"

Cat. No. 130      Cat. No. 125

**Two new items—**

The shallowest and best made. Heavy phosphor bronze contacts, good snap. *And at a low price!* Write for samples.

**EAGLE ELECTRIC MFG. CO.**  
All our divisions now combined into one large establishment  
59-79 Hall St., BROOKLYN, N. Y.

## ELECTROLET Conduit Fittings

**KILLARK**

**Type "FB" Entrance Fitting**  
On a Vertical Conduit      On a Horizontal Conduit

Killark *Electrolet* Fittings for exposed conduit are made in all the usual types required by electrical contractors, and in all sizes from one-half inch to four inches. Each type meets a need, and is dependable.

Send for booklet and prices

**KILLARK ELECTRIC MFG. CO.**  
3940 Easton Ave., St. Louis, Mo.



*Save Even  
more than  
their cost!!*

PATENTED  
APPROVED



The Screws Are  
Non-Removable



Cross-Section Showing Bridge  
Keeps Wires  
Separated

*The  
screws  
can't  
come  
out*

## SHERMAN FIXTURE CONNECTORS

*for connecting all small wires*

Make the change now from present small wire connection costs to much lower costs the Sherman way. The difference makes a worth while profit for you. No solder or torch needed, just screw down the screws and tape finished connection. (All good connections should be taped).

Only one size needed. Made of all brass. Perfect conductivity. Gives a perfect contact. Most easily handled. Just a screw driver needed.

*When the manufacturer of fixtures equips them with Sherman Fixture Connectors he improves his product and accommodates you. INSIST!*

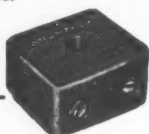
H. B. SHERMAN MFG. CO.  
BATTLE CREEK, MICH.

### Extension Connectors

For show room fixtures.  
Where frequent removal is necessary  
No solder.  
No tape.

A pair of fixture connectors in a handsome insulating case. Requires no taping and instantly removable.

Sample



40c.



Sold  
by  
JOBBERs

A  
Sample  
sent  
FREE  
Trial  
Hundred  
\$3.80



Use this combination whenever a joint is made. A wiring system is no better than its poorest joint.



Efficient Wiring  
Necessitates  
Good Splicing

**O K** Non-raveling  
Friction Tape

and O K Splicing Compound

*for safe, permanent jobs*

JOBBERs IN ALL PRINCIPAL CENTERS

*Factory Representatives:*

Griffiths & Henderson  
217 Dickson St., St. Louis, Mo.  
W. C. Rardin  
213-215 North Desplains St.,  
Chicago  
Bell & Co.  
Santa Fe Terminal Warehouse Unit,  
No. 2, Dallas, Texas  
H. C. Biglin  
138 Marietta St., Atlanta, Ga.  
Stivers & Weber  
33 West 60th St., New York City  
D. C. Griffiths Co.  
Rockefeller Bldg., Cleveland, Ohio

W. A. Craveson  
4-154 General Motors Building,  
Detroit, Mich.  
The Geo. A. Gray Company  
910 Howard St., San Francisco, Cal.  
D. K. Post & Co.  
231 East 6th St., Plainfield, N. J.  
Sibley Hose & Rubber Co.  
26 North Fifth St., Philadelphia, Pa.  
Electric Sales Corp., Toronto, Can.  
L. A. Wellier, 617 Lexington Bldg.,  
Baltimore, Md.

If our representative in your territory is not shown here, write us for his name.

**Appleton Rubber Co., Franklin, Mass.**



**BAKELITE  
AND  
COLD MOLDED  
INSULATION**

**American Insulator Corp.**

NEW YORK OFFICE:

52 Vanderbilt Avenue

PLANTS: NEW FREEDOM, PA.; DANBURY, CONN.

## How's this for a real two-fisted Summer Sales Story?

Light housekeeping time's coming! Light breakfasts, light luncheons, light suppers for hot summer days! What better summer food than golden brown waffles and peppy griddle cakes?

And what better summer sales proposition than a handsome electric waffle iron, which makes either waffles or griddle cakes at a moment's notice, without grease, smoke or the least bit of trouble?

A first quality product too, at an attractive price. Write at once to the MAJESTIC ELECTRIC DEVELOPMENT COMPANY, 1705 ALLEGHENY AVENUE, PHILADELPHIA for dealer proposition and full details of—

### The Majestic Combination Waffle and Pancake Iron Tasty hot cakes—



or delicious  
waffles  
in a moment!

### AN IDEAL PREMIUM NICO PORTABLE TUBS



Can be used with any washing machine.

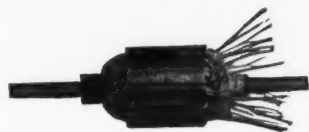
Single tub advantage with twin tub effect.

No sharp edges or corners.

Drain cock in bottom.

NIEDRINGHAUS, INC., ST. LOUIS, U.S.A.

### Highest Quality Armature and Stator Winding



1/4 H.P. Washing Machine Motors, any make, rewound . . . . . \$6.00 net.  
All Types Vacuum Cleaner Armatures, rewound . . . . . \$3.50 net.

H. M. Fredericks Co., Lock Haven, Pa.  
Armature Winding Specialists



## KEEN BUYERS KNOW THIS SEAL

Buyers for progressive stores know this Seal well.



To them it means that goods carrying this Seal sell more easily and make satisfied customers.



This is so because women are themselves keen buyers and realize that this Seal protects them in buying.



Use this Seal to close sales.



Among the goods authorized to bear the Seal of Approval are:

	Serial No.
Universal Electric Range . . . . .	228
Hotpoint Electric Percolator . . . . .	132
Manning-Bowman Table Stove . . . . .	51
A-Best-O Electric Iron . . . . .	2
Aerobell Electric Vacuum Washer . . . . .	2299
Cadillac Electric Cleaner . . . . .	821
Peerless Fan . . . . .	2129
Estate Sunburst Radiant Heater . . . . .	1983
Graybar Electric Sewing Machine . . . . .	402
Dim-a-lite Socket . . . . .	86

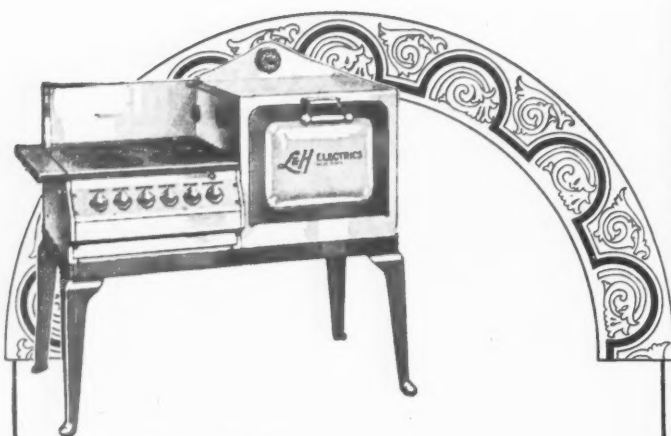
THIS LIST WILL BE CONTINUED

## GOOD HOUSEKEEPING

119 West 40th St., New York

326 W. Madison St.  
Chicago

205 New England Trust Bldg.  
Boston



**L&H ELECTRICS**  
TRADE MARK

## Speed Up Your Sales

Every dealer who carries the L&H Electrics knows that they are quick movers. They enable him to make big profits on the smallest consistent investment.

The L&H Electrics Ranges have won recognition everywhere for their superiority in design, construction, desirability and ease of operation. The *Full Automatic Time and Temperature Controls*, the rust-proof porcelain enamel finish, the one-piece ovens with rounded corners and their other important advantages are selling points of demonstrated strength.

Note this fact also, that when the sale of an L&H Electrics Range is made you are not going to have a lot of calls for "servicing." They are built to operate to the customer's satisfaction.

Ask your jobber about the L&H Electrics or write to us for information on this profit-making line. A letter or postcard will bring facts of interest to you.

**A. J. LINDEMANN & HOVERSON CO.**  
1245 Cleveland Ave. Milwaukee, Wis.

### Branches at

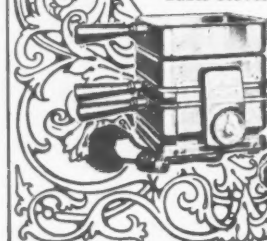
**L&H Electrics Heaters**  
Long Beach Building, New York, N. Y.  
1636 14th Street, Denver, Colo.  
L&H Building, Chicago, Ill.  
215 Bryant Street, San Francisco, Cal.

In addition to the articles shown here, our line of Electric Appliances also includes:

Hot Plates      Urn Heaters  
Curling Irons      Testing Ovens  
Heating Pads      Irons, etc.



**L&H Electrics Table Stoves**



**L&H Electrics Waffle Irons**



**L&H Electrics "Turnsit" Toasters**



# Keep that promise you made to yourself to put Croft to work for you

Accept this free offer  
Get paid for doing it NOW

Over 40,000 men have bought and are using Croft's great LIBRARY OF PRACTICAL ELECTRICITY. 40,000 more, we believe, have promised themselves this needed help. When did you make that promise to yourself? Why haven't you kept it? Make this investment for yourself! No investment will ever pay you as much! No investment will ever pay you more!

We'll pay you to do it NOW!

Act now and we will give you, absolutely free of charge, a copy of Bishop's ELECTRICAL DRAFTING AND DESIGN, a practical book on the reading and construction of all kinds of electrical diagrams and drawings. FREE, remember, if you act TODAY.

## FREE

### BISHOP'S ELECTRICAL DRAFTING AND DESIGN

This great book tells you everything you want to know about reading and constructing electrical diagrams and drawings. Every electrical man can use — It's yours

—if you act now

## Croft's Library of PRACTICAL ELECTRICITY

A combined reference library and home study course in practical electricity.

Croft tells you the things you need to know about motors, generators, armatures, commutators, transformers, circuits, currents, switchboards, distribution systems—electrical machinery of every type, its installation, operation and repair—wiring for light and power—how to do it mechanically perfect, in accordance with the National Electrical code—wiring of finished buildings—underwriters' and municipal requirements—how to do a complete job, from estimating it, to completion—illumination in its every phase—the latest and most improved methods of lighting—lamps and lighting effects, etc.

Free examination—send no money—today!

Fill in and mail the coupon attached and we will send you the entire set of eight volumes for ten days' Free Examination. We take all the risk—pay all charges. You assume no obligation—you pay nothing unless you decide to keep the books. Then \$1.50 in ten days and the balance at the rate of \$2.00 a month. Send the coupon NOW and see the books for yourself!

When your first payment of \$1.50 is received we will send you your free copy of Bishop's ELECTRICAL DRAFTING AND DESIGN.



## McGraw-Hill FREE EXAMINATION COUPON

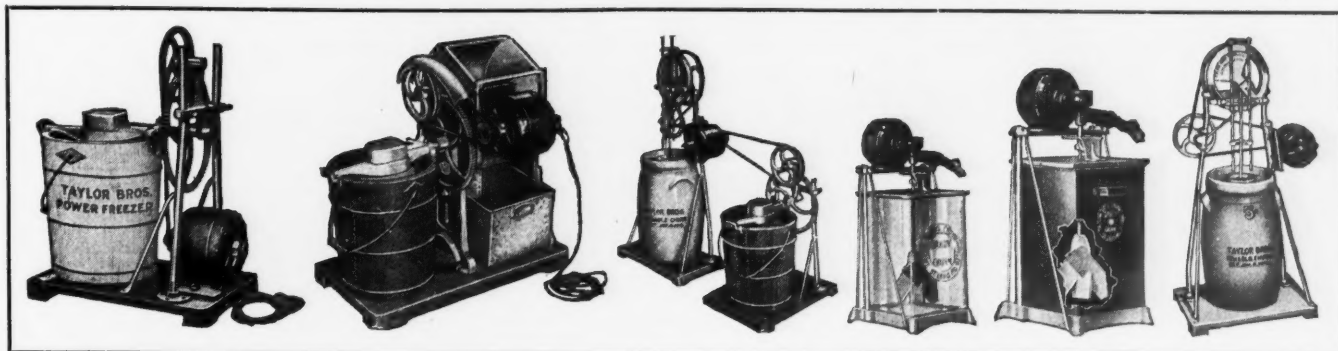
McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Please send me the Croft Library of Practical Electricity (shipping charges prepaid) for 10 days' free examination. If satisfactory, I will send \$1.50 in ten days, and \$2.00 a month until the special price of \$19.50 has been paid. Upon receipt of my first payment of \$1.50 I am to receive a free copy of Bishop's ELECTRICAL DRAFTING AND DESIGN. If not wanted I will write you for return shipping instructions. (Write plainly and fill in all lines.)

Name .....  
Home Address .....  
City and State .....  
Employed by .....  
Occupation ..... E.M. 6-1-26



## "Taylor Made Products" Make Good—



### Join those who are sharing in the growing sales of these profitable products

Taylor Bros' electric butter churns and ice cream freezers are making good in everyday service for homes, hotels, hospitals, clubs, etc. The reason is these products are of the most improved designs and manufacture. They are absolutely quality merchandise. Built for good service. These products are bringing some very desirable business to dealers. Many Jobbers are finding it advantageous to have a ready stock. We guarantee that these products will bring customer satisfaction. These products are non-competitive making sales possibilities unusually extensive. They require little servicing.

**Taylor Bros. Churn and Mfg. Co.**  
4460-62 Finney Ave., St. Louis, Mo.

Electric Light  
and Power Com-  
panies will find  
this line ideal for  
building up the  
off-peak load.

You can make more profits by sell-  
ing "Taylor Made Products"—  
Illustrated literature, prices and  
discounts on request.

**QUALITY - PRICE - PROFIT**

## New Sales Boosters

**Quality  
HOT PLATES**

## ELECTRAHOT

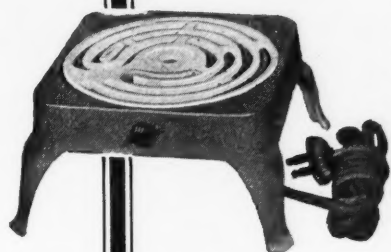
has brought out two truly big accomplishments in hot plate design. They are outstanding values, bound to sell—bound to satisfy and bound to make money. Electrical Dealers and Central Stations who wish to feature quality, offer price and appeal to the greatest number of prospects should decide now to concentrate sales effort on these two hot plates.

It will pay you to write today for details of our complete line.

List only \$3<sup>00</sup>



List only \$7<sup>00</sup>

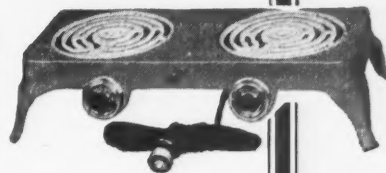


Length 7-in.  
Width 7-in.  
Height 3½-in.

**DESCRIPTION**—These Hot Plates have a cast base. Silver brushed finish. NICHROME IV element used in high heat porcelain mold. Molds are 6 inches in diameter. Elements in two mold hot plate controlled by separate switches. Seven foot heater cord with two piece plug furnished. Here is substantial construction and finest materials.

*Get Your Supply QUICK*

**ELECTRAHOT MANUFACTURING CO.**  
525 S. 4th St. Minneapolis, Minn.



Length 16-in.  
Height 4-in.  
Width 9-in.

# HYDRO-ELECTRIC DISHWASHER

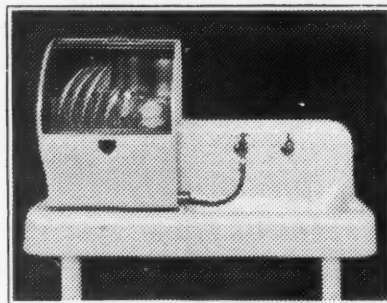
*Selling in a big way today*

**MORE PROFIT—COMPLETE CUSTOMER APPROVAL**

When it comes to dishwasher sales, results today point in no unmistakable way to the Hydro-Lectric. Here is a dishwasher that is perfected—that is of exceptionally fine appearance—that a single demonstration will sell. Its great practicability surprises the user—it operates simply and effectively—it has just those little conveniences that are appreciated at every dishwashing time.



*Exclusive territory now being assigned to individuals or organizations to act as branch managers. It will pay you to write for our interesting plan.*



**Representative Central Stations now successfully merchandising Hydro-Lectric Dishwashers.**

Commonwealth Edison Co., Chicago  
Wisconsin Traction, Light, Heat & Power Co., Properties  
Utilities Power & Light Corporation, New Jersey, Chicago, Rhode Island, Iowa  
Wisconsin Power & Light Co., Properties and many other individual properties thruout the United States.

**Hydro-Electric Mfg. Co., 1613 Humboldt Blvd., Milwaukee, Wis.**

*New Sensation in Appliance Field*

## PRONTO

**A Complete Electric Unit**

**Each part can be sold separately**

*To sell  
at a sensationally  
low price*

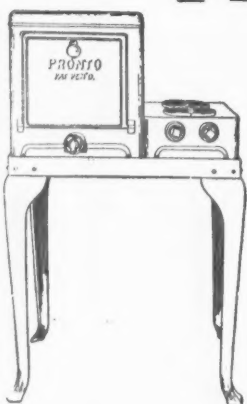
Never before a price so low. Complete with table, oven and hot plate—hand-some aluminized finish. Also serves as a fireless cooker, if desired. Many

patented exclusive features. Made of finest materials. Does all cooking, baking, roasting and frying.

**Live Jobbers' Opportunity**

Exclusive territory to live jobbers and sales agents for this sensational seller. Write for details.

**Pronto Manufacturing Co.**  
Pratt and Concord Street  
Baltimore, Md.



**Genuine Arnolds**

—look Better  
—work Better  
—SELL Better

THERE'S real volume business—and profits—selling genuine Arnold Vibrators and Hairdryers. Complete to the last detail, in leatherette plush-lined cases, they look the money—and they're worth it!

ARNOLD ELECTRIC CO.  
RACINE, WISCONSIN



## The quick selling modern Alaska's Household Electric



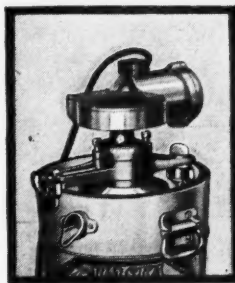
*A small size 2, 3 and 4 quart electric freezer, especially designed for homes, tea rooms and small clubs.*

**M**ODERN housewives are enthusiastically adopting Alaska's new Household Electric because of these six important considerations:

1. It is as easy to turn on as an electric lamp.
2. It is perfectly safe; a child can use it. Everything is enclosed; there are no exposed gears.
3. It is light of weight, easily carried; a child can lift it. You can use it anywhere within reach of a lamp socket.
4. The motor is of the 110 volt universal type, adapted to both direct and alternating currents.
5. The famous Alaska patented open-spoon dasher, that whips and aerates the cream, makes the same Alaska-best ice-cream and frozen desserts.
6. The gray-enameled tub keeps cold out and preserves the wood. The hardware has a highly plated, nickel-appearing look.

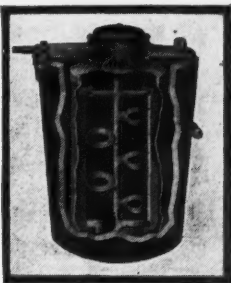
**THIS** Household Electric is in response to a long-felt need. Every up-to-date dealer carries it. Don't be without a complete stock. Two, three and four quart sizes, each \$65. Drop us a card for terms.

THE ALASKA FREEZER CO., INC.  
Dept. D4, Winchendon, Massachusetts



*All gears are covered, no fingers pinched, no dresses ruined by grease.*

*The Alaska exclusive open-spoon dasher whips the cream to delicious smoothness.*



# A Superior Toaster No. 77

## A SUPER VALUE

### A Sure Sales Success

"Give the dealer merchandise of greater selling value"—that's the motto of this organization. And, here is an example of what we are doing for you in the way of designing and making electrical appliances that meet the demand and get complete customer approval.

This No. 77 OVEN Type Toaster has the value, the quality, the appearance and the price to do a volume selling job for you and give you profit that counts.

Give this toaster one chance—that's all we ask and we know it will make good 100%.

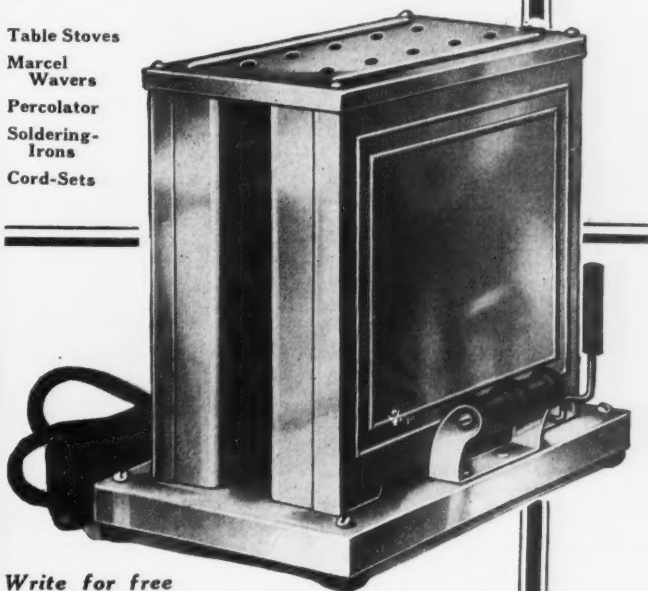
### Liberal Discounts to Jobbers and Dealers

Don't let this value get away from you. At least order a sample now—see for yourself—know about it so you can have a stock for that big summer demand.

**DESCRIPTION**—Full nickel finish, beautifully polished. Size 7 in. long, 4 in. wide, 6 1/4 in. high, weight 2 1/4 pounds. Has nichrome element, black rubberoid handles and feet. Guaranteed one year. Packed in individual cartons.

**LIST  
\$3.75**

Table Stoves  
Marcel  
Wavers  
Percolator  
Soldering-  
Irons  
Cord-Sets



Write for free  
Catalogue

**SUPERIOR ELECTRIC PRODUCTS CO.**  
2200-6 PINE ST., ST. LOUIS, MO.



## HOT VENT Electric Water Heaters

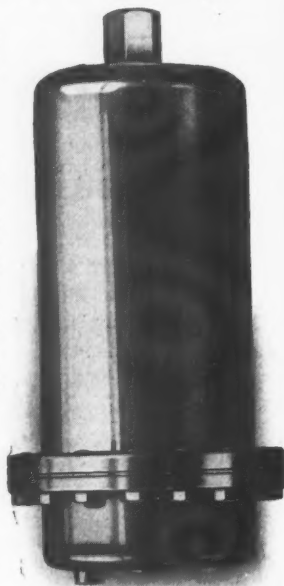
**Hotvent Construction  
demonstrably better  
makes profitable selling easy!**

Your prospect may know nothing about the technical side of a hot water system, yet he cannot help but appreciate the common-sense features of Hotvent.

Show him the all-brass construction, *to last a lifetime*. Show him how new heating elements are slipped in, *without draining the system*. Show him how easily the heater can be taken apart for cleaning, *where scale is in the water supply*. Show him the fusible links connecting the elements, *simple yet positive overheating protection*.

These things will be a mighty big help in getting the business from this practically untouched market.

**Aetna Electric  
Appliance  
Company  
Dexter, Maine**



just **strip** the wire  
and  
**twist**  
the Simplex!

Cut shows actual size. Patent No. 1,513,656. Infringements will be prosecuted. ALSO MADE IN SMALLER SIZE.

Just strip the wire—  
No twisting of wire with pliers or hands.  
No taping, no soldering.  
No brass parts to corrode.

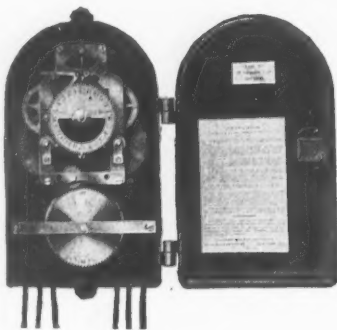
## SIMPLEX

SOLDERLESS CONNECTORS

Approved by Underwriters' Laboratories, and Hydro Commission. Ref. E. 5736.

**WEISS & BHELLER, INC.**  
Importers Lighting Glassware, Crystal Fixtures, etc.  
584 Broadway, New York City  
Canada—69 Adelaide St., E. Toronto.  
Pacific Coast Representatives: Braun-Steeple Co., 1088 Howard Street, San Francisco, Calif.

Probably the *easiest* way a contractor can increase sales



It's easy to jog along at the same monthly profit, but if you want to *increase* your profit, this is without question the *easiest* way to do it.

Sell the merchants near you the idea of making their windows work for them at night as late as people are on the streets!

The Hartford Time Switch embodies more real and lasting value than has ever before been offered in any automatic time switch, including the special marine type eight-day clock movement manufactured exclusively for the Hartford Time Switch by Seth Thomas.

There is a Hartford Time Switch in just the right type and capacity for every time switch purpose.

Bulletins, Prices and information on request.

## HARTFORD TIME SWITCH

A. HALL BERRY, *Sole Sales Agent*  
71-73 Murray Street, New York City

Insulating  
Friction

## 2-PLEX TAPE

*Cuts TIME in two!*

2-Plex is a high-grade friction tape and a heat-tested insulating rubber tape combined into ONE tape. This enables you to wrap a joint in one operation, NOT two, and have a safe, satisfactory, easily done job.

2-Plex tape can cut your labor costs and increase your profits. It has for other electrical contractors.

Order from your jobber or send for generous size free sample.

**Holfast Rubber Co., Atlanta, Ga.**

### Manufacturers:

WHY BUY ADVERTISING SPACE in 10 or more different trade publications when ONE magazine now reaches ALL retailers and wholesalers of radio sets and accessories?

### "Radio Retailing"

—a McGraw-Hill publication

471 Tenth Avenue, New York City

**Southern Electric Co.****BALTIMORE**

Richmond

Norfolk

Electrical Merchandise

Commercial and

Residential Fixtures

**RADIO****"Southern Service Satisfies"****Transformers**

FOR LIGHT AND  
POWER SERVICE  
Stock sizes up to  
15KW, both ware-  
houses.  
Ask for Bulletin  
No. 118.

**Piedmont**  
ELECTRIC CO.  
Asheville, N. C. Greensboro, N. C.

55th Year  
**National Electrical  
Supply Co.**

WASHINGTON D. C. GREENSBORO N. C.

**Jobbers**

Since 1870

Radio Equipment  
Electrical Supplies and Appliances  
Machinery and Mill Supplies  
Automobile Accessories

Authorized Distributors for Radio Corpora-  
tion of America and Burgess Batteries

**WHAT AND WHERE TO BUY**

Electrical Appliances and Supplies Manufactured by  
Advertisers in this Issue

Readers interested in any articles not listed in these pages are  
cordially invited to inform us of their wants and every effort will  
be made to put them in touch with the proper manufacturers.

Readers' Service Department.

ELECTRICAL MERCHANDISING, Tenth Ave., and 36th St., New York

**Accessories, Cable & Wire**  
Sherman Mfg. Co., H. B.  
Simplex Wire & Cable Co.

**Adapters**  
Curtis Lighting, Inc.  
Graybar Electric Co.

**Adapters, Vase Lamp**  
Bryant Elec. Co.  
Eagle Elec. Mfg. Co.  
Faries Mfg. Co.

**Advertising, Magazines and  
Newspapers**  
Good Housekeeping

**Agents, Mfrs. (See Jobbers)**

**Air Compressors, Electric**  
General Electric Co.

**Alarms, Burglar, Fire, Tank**  
J. H. Bunnell & Co.  
Graybar Electric Co.  
Westinghouse E. & M. Co.

**Armature, Commutators,  
Colls**  
H. M. Fredericks Co.  
Westinghouse Elec. & Mfg.  
Co.

**Arresters, Lightning**  
General Electric Co.  
Westinghouse E. & M. Co.

**Autographic Registers**  
American Sales Book Co.

**Automobile Accessories, Elec-  
tric**  
Benjamin Elec. Mfg. Co.  
Graybar Electric Co.  
Sherman Mfg. Co., H. B.  
Wakefield Brass Co., F. W.

**Batteries, Dry, Radio "A,"  
"B" & "C"**  
National Carbon Co.

**Batteries, Dry**  
Graybar Electric Co.  
National Carbon Co.

**Batteries, Storage**  
Graybar Electric Co.  
National Carbon Co.

**Battery-Charging Equipment**  
General Electric Co.  
Graybar Electric Co.  
Westinghouse E. & M. Co.

**Bearings, Ball**  
Norma-Hoffman Bearings  
Corp.  
Timken Roller Bearing Co.

**Bearings, Roller**  
Timken Roller Bearing Co.

**Bearings, Motor and  
Generator**  
Norma-Hoffman Bearings  
Corp.  
Timken Roller Bearing Co.  
Westinghouse E. & M. Co.

**Bells & Buzzers**  
J. H. Bunnell & Co.

**Belting, Rubber for Vacuum  
Cleaners**  
Gilmer Co., L. H.

**Benchs, Vise**  
Martin & Sons, H. P.

**Benchs, Conduit and Pipe**  
American Wiremold Co.  
Graybar Electric Co.  
Martin & Sons, H. P.

**Benchs, Washing Machine**  
Celina Mfg. Co.

**Blowers, Organ & Forge**  
Buffalo Forge Co.  
Clements Mfg. Co.

**Blowers, Portable Electric**  
Clements Mfg. Co.

**Books, Electrical & Technical**  
McGraw-Hill Book Co.

**Bowls, China, Porcelain  
Alabaster Glass**  
Macbeth Evans Glass Co.

**Boxes, Junction and Outlet**  
American Wiremold Co.  
General Elec. Co.  
Graybar Electric Co.  
Westinghouse E. & M. Co.

**Boxes, Meter and Service**  
General Electric Co.  
Graybar Electric Co.  
Square D Co.

**Boxes, Switch**  
Graybar Electric Co.  
Hart & Hegeman Mfg. Co.

**Brass Fixture Parts  
(See Fixture Parts & Ac-  
cessories)**

**Bronzing Lacquers  
(See Lacquers)**

**Brushes, Carbon**  
General Electric Co.  
National Carbon Co.  
Ohio Carbon Co.  
Westinghouse E. & M. Co.

**Bushings**  
Graybar Electric Co.  
Koch & Co., Paul W.

**Buttons and Indicators, Rad-  
iant (See Locators)**

**Buzzers (See Bells &  
Buzzers)**

**Cable, Armored**  
General Electric Co.  
Graybar Electric Co.  
Simplex Wire & Cable Co.  
Tubular Woven Fabric Co.

**Cable Accessories (See Acce-  
ssories, Wire & Cable)**

**Candles, Candelabras**  
Elastoid Fibre Co.  
Guth Co., Edwin F.

**Caps (See Plugs, Attachment  
& Caps)**

**Caps, Color, Diffusers &  
Hoods**  
Curtis Lighting, Inc.  
Graybar Electric Co.  
Reynolds Spring

For the addresses of the  
manufacturers listed here,  
please refer to their ad-  
vertisements in this issue.

For index to advertisers  
see page 157.

**Carbons**  
National Carbon Co.  
Ohio Carbon Co.

**Castings, Iron, Brass**  
Faries Mfg. Co.

**Chain, Fixture**  
Faries Mfg. Co.  
Graybar Electric Co.  
Wakefield Brass Co., F. W.

**Chain, Pull Socket**  
Bryant Elec. Co.  
Graybar Electric Co.

**Chandeliers, (See Fixtures,  
Lighting, Ridig)**

**Choke Colls (See Colls,  
Choke)**

**Christmas Tree Lighting  
Outfits**  
General Electric Co.  
Lador, Inc.

**Churns, Motor Driven**  
Taylor Bros. Churn & Mfg.  
Co.

**Cigar Lighters, Electric**  
Electric Heating & Mfg. Co.  
Hance Parker Mfg. Co.  
Manning Bowman & Co.

**Circuit Breakers**  
General Electric Co.  
Graybar Electric Co.  
Westinghouse E. & M. Co.

**Clamps, Insulator**  
General Electric Co.  
Graybar Electric Co.  
Westinghouse E. & M. Co.

**Cleats**  
General Electric Co.  
Graybar Electric Co.  
Square D Co.

**Colls, Armature and Field**  
Westinghouse E. & M. Co.

**Colls, Choke**  
General Electric Co.  
Graybar Electric Co.  
Westinghouse E. & M. Co.

**Colorings, Lamp (See Lamp  
Dips & Frostings)**

**Commutator Stones**  
Ideal Commutator Dresser  
Co.

**Compounds, Soldering**  
General Electric Co.

**Condensers, Radio**  
Hart & Hegeman Mfg. Co.

**Conduit Benders**  
Graybar Electric Co.

**Conduit Fittings (See Fit-  
tings, Conduit)**

**Conduit, Flexible**  
General Electric Co.  
Graybar Electric Co.  
Tubular Woven Fabric Co.

**Conduit, Rigid**  
General Electric Co.  
Graybar Electric Co.

**Conduit, Underground  
(Fibre)**  
Graybar Electric Co.

**Connectors, Cord and Lamp**  
Arrow Elec. Co.  
Beaver Machine & Tool Co.  
Bryant Elec. Co.  
General Electric Co.  
Graybar Electric Co.  
Hubbell, Harvey  
Ideal Commutator Dresser  
Co.  
Sherman Mfg. Co., H. B.  
Swartzbaugh Mfg. Co.  
Westinghouse E. & M. Co.

**Connectors, Set Screw**  
Graybar Electric Co.  
Rattan Mfg. Co.

**Connectors, Wire**  
Bryant Elec. Co.  
Graybar Electric Co.  
Ideal Commutator Dresser  
Co.  
Weiss & Biheller, Inc.

**Controllers, Motor**  
Cutler-Hammer Mfg. Co.  
General Electric Co.  
Graybar Electric Co.  
Weiss & Beheller, Inc.  
Westinghouse E. & M. Co.

## WHAT AND WHERE TO BUY—Continued from page 151

**Cook Stoves (See Stoves, Cook)****Cookers, Fireless Type**  
Excel Electric Co.**Cooking Appliances, Electric**  
Edison Electric Appl. Co., Inc.  
Excel Electric Co.  
Graybar Electric Co.  
A. J. Lindemann & Hoverson Co.  
National Stamping & Elec. Co.  
Westinghouse E. & M. Co.**Cord Connectors (See Connectors)****Cord, Heater**Beaver Machine & Tool Co.  
Berry, A. Hall  
Driver-Harris Co.  
General Electric Co.  
Hubbell, Harvey  
Rockbestos Corp.  
Rome Wire Co.  
Simplex Wire & Cable Co.**Cord, Lamp**Atlantic Ins. & Wire & Cable Co.  
General Electric Co.  
Rome Wire Co.  
Simplex Wire & Cable Co.  
Tubular Woven Fabric Co.**Current Taps**Anylite Electric Co.  
Arrow Elec. Co.  
Beaver Machine & Tool Co.  
Hart & Hegeman Mfg. Co.  
Hubbell, Harvey**Cut-Outs**Bryant Elec. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Johns-Pratt Co.  
Paulding, John I., Inc.  
Sears, Henry D.**Decorative Lighting (See Lighting Decorative)****Detectors****Dials, Knobs and Panels**  
Hart & Hegeman Mfg. Co.  
Richards & Co., Geo.**Diffusers (See Caps, Diffusers & Hoods)****Dimmers, Lamp**Anylite Electric Co.  
Berry, A. Hall**Dishwashers, Electric**G. R. S. Products, Inc.  
Graybar Electric Co.  
Hydro Electric Mfg. Co.**Distributors (See Jobbers)****Driers, Clothes, Electric**Lamneck Co., W. E.  
Savage Arms Corp.**Driers, Hair & Hand, Electric**Arnold Electric Co.  
Eastern Laboratories  
Geler Co., Pa.  
General Electric Co.  
Hamilton Beach Mfg. Co.  
National Stamping & Elec. Co.**Dry Batteries (See Batteries, Dry)****Electric Ranges (See Ranges, Electric)****Electric Signs****Electro-therapeutic Appl.**  
Eastern Laboratories, Inc.**Elements, Heating, for Irons, Etc.**Eagle Electric Mfg. Co.  
Electric Heating & Mfg. Co.  
Rockbestos Corp.  
Wiegand Co., Edw. L.**Enamel**

Zeller Lacquer Mfg. Co.

**Fans, Ceiling, Adjustable & Non-Adjustable Blades**Century Electric Co.  
Dayton Fan & Motor Co.  
Emerson Electric Mfg. Co.  
General Electric Co.  
Westinghouse Elec. & Mfg. Co.**Fans, Desk and Bracket, Oscillating and Non-oscillating**Century Electric Co.  
Dayton Fan & Motor Co.  
Emerson Electric Mfg. Co.  
Galvin Elec. Mfg. Co.  
General Electric Co.  
Graybar Electric Co.  
Kendrick & Davis Co.  
Sturtevant Co., B. F.  
Westinghouse Elec. & Mfg. Co.**Fans, Exhaust and Ventilating**American Blower Co.  
Buffalo Forge Co.  
Century Electric Co.  
Dayton Fan & Motor Co.  
Emerson Elec. Mfg. Co.  
Galvin Elec. Mfg. Co.  
General Electric Co.  
Sturtevant Co., B. F.  
Westinghouse Elec. & Mfg. Co.**Fan Motors**

(See Motors, Fan)

**Farm Lighting Plants (See Plants, Light, Power)****Fittings, Conduit**American Wiremold Co.  
Faries Mfg. Co.  
General Electric Co.  
Guth Co., Edwin F.  
Hart & Hegeman Mfg. Co.  
Koch & Co., Paul W.  
Moe-Bridges Co.  
Wakefield Brass Co., F. W.  
Westinghouse E. & M. Co.**Fixture Parts and Accessories**Acme Mfg. Co.  
Alter & Co., Harry  
Co-operative Elec. Supply Co.  
Elastoid Fibre Co.  
Faries Mfg. Co.  
Fullerton Electric Co.  
Planettite Co., Inc.  
Sears, Henry D.  
Wakefield Brass Co.**Fixture Lighting, Adjustable**Acme Mfg. Co.  
Benjamin Elec. Mfg. Co.  
Faries Mfg. Co.  
Guth & Co., Edwin F.  
Herwig Co.  
Moe Bridges Co.  
Planettite Co., Inc.  
Wheeler Reflector Co.**Fixtures, Lighting, Rigid**Acme Mfg. Co.  
American Lighting Products Co.  
Benjamin Elec. Mfg. Co.  
Curtis Lighting, Inc.  
Day-Brite Reflector Co.  
Faries Mfg. Co.  
Friedley Voshardt Co.  
Fullerton Elec. Co.  
Graybar Electric Co.  
Guth, Edwin F.  
Moe-Bridges Co.  
Planettite Co., Inc.  
Wakefield Brass Co.  
Westinghouse E. & M. Co.  
Wheeler Reflector**Fixtures, Lighting, Show Cases and Windows**Acme Mfg. Co.  
Benjamin Elec. Mfg. Co.  
Curtis Lighting, Inc.  
Day-Brite Reflector Co.  
Faries Mfg. Co.  
Frank, I. P., Inc.  
Fullerton Elec. Co.  
Guth, Edwin F.  
David Lupton's Sons Co.  
Moe-Bridges Co.  
Planettite Co., Inc.  
Simplex Wire & Cable Co.  
Sun-Ray Ltg. Products Co.  
Westinghouse Elec. & Mfg. Co.  
Wheeler Reflector Co.**Flashers**

Betts, James H.

**Flashlights, Electric**

National Carbon Co.

**Flood Lighting (See Projectors)****Floor Polishing Machine**

Campbell Machine Co.

**Fountains, Electric**

Arnold Electric Co.

**Freezers, Ice Cream**Alaska Freezer Co.  
Taylor Bros. Churn & Mfg. Co.**Friction Tape**Appleton Rubber Co.  
Firestone Tire & Rubber Co.  
Graybar Electric Co.  
Westinghouse Elec. & Mfg. Co.**Fuse Plugs**General Electric Co.  
Hart & Hegeman Mfg. Co.  
Metropolitan Elec. Co.  
Sears, Henry D.  
Westinghouse Elec. & Mfg. Co.**Fuses, Cartridge, Non-Renewable**General Electric Co.  
Metropolitan Elec. Mfg. Co.  
Westinghouse E. & M. Co.**Fuses, Cartridge, Renewable**Berry, A. Hall  
General Electric Co.  
Westinghouse E. & M. Co.**Fuses, High Voltage**

Johns-Pratt Co.

**Fuses, Plug, Non-Renewable**Bryant Elec. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Westinghouse E. & M. Co.**Fuses, Plug, Renewable**Bryant Elec. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Westinghouse E. & M. Co.**Fifts & Novelties**Gruber Bros.  
Taiyo Trading Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue.

For index to advertisers see page 157.

**Glass, are, Lighting**Consolidated Lamp & Glass Co.  
Crystal Switch Plate Corp.  
Curtis Lighting, Inc.  
Gillinder & Sons, Inc.  
Guth Co., Edwin F.  
Macbeth Evans Glass Co.  
Moe-Bridges Co.  
Weiss & Biheller, Inc.  
Westinghouse Elec. & Mfg. Co.  
Globe Glass (See Glassware Lighting)**Glue Pots**

Electric Heating &amp; Mfg. Co.

**Grills and Table Stoves Electric**Excel Elec. Co.  
Manning Bowman Co.  
National Stamping & Elec. Co.  
Rock Island Mfg. Co.  
Rutenber Electric Co.  
Simplex Elec. Heating Co.  
Superior Elec. Products  
Westinghouse E. & M. Co.**Grinders, Electric**Hamilton Beach Mfg. Co.  
Wisconsin Elec. Co.**Hair Cutters, Electric**

Geler Co., P. A.

**Hand Driers (See Driers, Hand)****Hair Waving Specialties**  
Superior Elec. Products**Hangers, Switchbox**

Wakefield Brass Co., F. W.

**Headsets, Radio**

Hart &amp; Hegeman Mfg. Co.

**Heater (See Cord, Heater)****Heaters, Immersion****Heaters, Radiant, Bowl Type**A. J. Lindemann & Hoverson Co.  
National Stamping & Elec. Co.  
Rock Island Mfg. Co.  
Rutenber Electric Co.  
Simplex Elec. Heating Co.  
Utica Products Co.  
Westinghouse Elec. & Mfg. Co.**Heaters, Space**Buffalo Forge Co.  
Electric Heating & Mfg. Co.  
Majestic Electrical Dev. Co.  
B. F. Sturtevant Co.  
Utica Products Co.  
Westinghouse Elec. & Mfg. Co.  
Wiegand Co., Edw. L.**Heating Appliances (See Table Appliances)****Heating Appliance Replacement Units**  
Eagle Electric Mfg. Co.**Heating Devices, Electric**Automatic Electric Heater Co.  
Electric Heating & Mfg. Co.  
Electrahot Appliances  
Eastern Laboratories, Inc.  
Excel Elec. Co.  
General Electric Co.  
Graybar Electric Co.  
Majestic Electrical Dev. Co.  
Utica Products, Inc.  
Westinghouse E. & M. Co.  
Wiegand Co., Edw. L.**Heating Pads and Blankets**A. J. Lindemann & Hoverson Co.  
Manning Bowman Co.  
National Stamping & Elec. Co.  
Geo. Richards & Co.  
Westinghouse Elec. & Mfg. Co.**Holders, Shade**Curtis Lighting, Inc.  
Faries Mfg. Co.  
Hubbell, Harvey**Hoods Color (See Caps, Diffusers)****Hospital Systems**

Kelvinator Sales Corp.

**Ice Cream Freezers**

(See Freezer, Ice Cream)

**Ice Making Machines**American Electric Co.  
Champion Electric Co.  
Coldak Corp.  
Frikidaire, Delco Light Co.  
Gibson Refrigeration Co.  
Grand Rapids Refrigerator Co.  
Iron Mountain Co.  
Kelvinator Sales Corp.  
Savage Arms Co.  
Socold Refrigerating Corp.  
Serval Corp.**Incubators, Electric****Indicators, Radiant (See Lectators)****Instruments, Indicating, Testing**General Electric Co.  
Westinghouse E. & M. Co.**Insulating Materials**Elastoid Fibre Co.  
Firestone Tire & Rubber Co.  
Garfield Mfg. Co.  
General Electric Co.  
Holfast Rubber Co.  
Johns-Pratt Co.  
Westinghouse E. & M. Co.**Insulators**American Insulator Corp.  
Garfield Mfg. Co.  
General Electric Co.**Insulators, Porcelain**Square D Co.  
Westinghouse E. & M. Co.**Ironing Machines, Electric**Altorfer Bros. Co.  
Conlon Corp.  
Electric Household Utilities Co.  
Graybar Electric Co.  
Horton Mfg. Co.  
Perfection Appliance Co.  
Smith Home Appliances**Ironing Machines, Gas Heated, Motor Driven**Altorfer Bros. Co.  
Conlon Corp.  
Electric Household Utilities Co.  
Horton Mfg. Co.  
Perfection Appliance Co.  
Smith Home Appliances**Irons, Curling, Electric**Eastern Laboratories, Inc.  
Graybar Electric Co.  
A. J. Lindemann & Hoverson Co.  
National Stamping & Elec. Co.  
Rainbow Appl. Corp.  
Rock Island Mfg. Co.  
Westinghouse E. & M. Co.



## WHAT AND WHERE TO BUY—Continued from page 152

**Irons, Electric**

Eagle Electric Co.  
Gold Seal Elec. Co.  
A. J. Lindemann & Hover-  
son Co.  
Manning Bowman Co.  
National Stamping & Elec-  
tric Co.  
Rock Island Mfg. Co.  
Rutenber Electric Co.  
Simplex Elec. Heating Co.  
Westinghouse E. & M. Co.

**Irons, Soldering**

Electrahot Appliance Co.  
General Electric Co.  
National Stamping & Elec-  
tric Co.  
Superior Elec. Products Co.  
Westinghouse E. & M. Co.

**Jobbers**

Alter, Harry  
Co-operative Elec. Supply  
Co.  
National Elec. Supply Co.  
Piedmont Electric Co.  
Southern Elec. Co.  
Westinghouse Elec. & Mfg.  
Co.

**Laboratories, Testing**

Electrical Testing Labora-  
tories

**Lacquers**

Zeller Lacquer Mfg. Co.

**Lamp Guards & Locks**

Arrow Electric Co.  
Hubbell, Harvey, Inc.

**Lamp Shade Frames, Wire**

Curtis Lighting, Inc.

**Lamps, Automobile**

General Electric Co.  
(Mazda Service)  
National Carbon Co.  
Wakefield Brass Co.  
Westinghouse Elec. & Mfg.  
Co.

**Lamps, Boudoir**

Faries Mfg. Co.  
Gruber Bros.  
Haven Co.  
Ideal Commutator Dresser  
Co.  
Lazarus & Rosenfeld Co.  
Ludlow & Minor, Inc.  
National Stamping & Elec-  
tric Co.  
Moe-Bridges Co.  
Rindsberger Mfg. Corp.

**Lamps, Bridge**

Faries Mfg. Co.  
Haven Co.  
Lazarus & Rosenfeld Co.  
Ludlow & Minor, Inc.  
Rindsberger Mfg. Co.  
Roman Art Iron Wks.

**Lamps, Clamp Attaching and Extension**

Aladdin Mfg. Co.  
Berry, A. Hall  
Faries Mfg. Co.  
Wakefield Brass Co., F. W.

**Lamps, Desk**

Aladdin Mfg. Co.  
Curtis Lighting, Inc.  
Faries Mfg. Co.  
Guth Co., Edwin F.  
Haven Co.  
Moe-Bridges Co.

**Lamps, Incandescent**

General Electric Co.  
Nat'l Lamps Wks. of G. E.  
Research Laboratories of  
G. E.  
Westinghouse E. & M. Co.

**Lamps, Miniature, Incandescent**

General Electric Co.  
Graybar Electric Co.  
National Carbon Co.  
Nat'l Lamps Wks. of G. E.

**Lamps, Portable**

Aladdin Mfg. Co.  
Art Craft Iron Wks.  
Consolidated Lamp &  
Glass Co.  
Curtis Lighting, Inc.  
Faries Mfg. Co.  
Fourman Bros. & Co.  
Gruber Bros.  
Haven Co.  
Lazarus & Rosenfeld Co.  
Ludlow & Minor, Inc.  
Moe-Bridges Co.  
Rindsberger Mfg. Co.

**Lamps, Portable, with Hand Painted Glass Shades**

Aladdin Mfg. Co.  
Art Craft Iron Wks.  
Consolidated Lamp & Glass  
Co.  
Gruber Bros.  
Haven Co.  
Lazarus & Rosenfeld Co.  
Rindsberger Mfg. Co.

**Lamps, Therapeutic**

Eastern Laboratories, Inc.  
Faries Mfg. Co.

**Lighting, Decorative**

Acme Mfg. Co.  
Consolidated Lamp & Glass  
Co.  
Curtis Lighting, Inc.  
Eagle Lig. Fixture Co.  
Faries Mfg. Co.  
Frink, I. P., Inc.  
General Electric Co.  
Guth, Edwin F.  
Macbeth Evans Glass Co.  
Moe-Bridges Co.  
Planelite Co., Inc.

**Lighting Fixtures (See Fixtures)****Lighting, Industrial**

Acme Mfg. Co.  
Benjamin Elec. Mfg. Co.  
Curtis Lighting, Inc.  
Faries Mfg. Co.  
Frink, I. P., Inc.  
General Electric Co.  
Gillinder & Sons, Inc.  
Graybar Elec. Co.  
Guth Co., Edwin F.  
Macbeth Evans Glass Co.  
Moe-Bridges Co.  
Planelite Co., Inc.  
Westinghouse E. & M. Co.  
Wheeler Reflector Co.

**Lighting Units**

Acme Mfg. Co.  
Consolidated Lamp & Glass  
Co.  
Curtis Lighting, Inc.  
Faries Mfg. Co.  
Frink, I. P., Inc.  
Guth Co., Edwin F.  
Macbeth Evans Glass Co.  
Moe-Bridges Co.  
Planelite Co., Inc.  
Wakefield Brass Co.  
Westinghouse E. & M. Co.

**Locators, Radiant**

Eagle Elec. Mfg. Co.

**Loud Speakers, Radio**

Graybar Elec. Co.  
Stromberg-Carlson Tel. Mfg.  
Co.

**Lugs and Terminals**

Patton-MacGuer Co.  
Sherman Mfg. Co., H. B.

**Mailing Lists Electrical**

Dealers and Radio Lists  
Trade Circular Addressing  
Co.

**Marine Wiring, Fittings & Fixtures**

Benjamin Elec. Mfg. Co.  
Graybar Elec. Co.  
Rome Wire Co.

**Medical, Accessories**

Eastern Laboratories, Inc.  
Hydro Elec. Mfg. Co.

**Mixers, Drink**

Arnold Electric Co.  
Hamilton Beach Mfg. Co.  
Wisconsin Elec. Co.

**Molded Insulation**

American Insulator Corp.  
Garfield Mfg. Co.  
General Electric Mfg. Co.  
Johns-Pratt Co.

**Moldings**

Emerson Electric Mfg. Co.

**Motor Flashers**

Betts, James H.

**Motors, A. C.**

Century Electric Co.  
Champion Electric Co.  
Domestic Electric Co.  
Emerson Elec. Mfg. Co.  
Galvin Elec. Mfg. Co.  
General Electric Co.  
Graybar Elec. Co.  
Hamilton Beach Mfg. Co.  
Horton Mfg. Co.  
Sturtevant Co., B. F.  
Westinghouse E. & M. Co.

**Motors, D. C.**

Century Electric Co.  
Champion Electric Co.  
Domestic Elec. Co., The  
Emerson Electric Mfg. Co.  
Galvin Elec. Mfg. Co.  
General Electric Co.  
Graybar Elec. Co.  
Hamilton Beach Mfg. Co.  
Horton Mfg. Co.  
National Stamping & Elec.  
Co.  
Robbins & Myers Co.  
Sturtevant Co., B. F.  
Westinghouse E. & M. Co.

**Motors, Fans**

Century Elec. Co.  
Fitzgerald Mfg. Co.  
Westinghouse Elec. & Mfg.  
Co.

**Motors, Fractional H. P.**

Arnold Electric Co.  
Century Elec. Co.  
Dayton Fan & Motor Co.  
Domestic Electric Co.  
Galvin Elec. Mfg. Co.  
General Electric Co.  
Hamilton Beach Mfg. Co.  
Kendrick & Davis  
Ohio Electric & Controller  
Co.  
Sherman Mfg. Co., H. B.  
Sturtevant Co., B. F.  
Westinghouse Elec. & Mfg.  
Co.  
Wisconsin Elec. Co.

For the addresses of the  
manufacturers listed here,  
please refer to their ad-  
vertisements in this issue.

For index to advertisers  
see page 157.

**Motors, Phonograph**

Arnold Electric Co.  
General Electric Co.  
Hamilton Beach Mfg. Co.  
Kendrick & Davis Co.  
Shelton Elec. Co.  
Westinghouse E. & M. Co.

**Motors, Sewing Machine**

Arnold Electric Co.  
Domestic Elec. Co., The  
Galvin Elec. Mfg. Co.  
General Electric Co.  
Graybar Elec. Co.  
Hamilton Beach Mfg. Co.  
Kendrick & Davis Co.  
Westinghouse E. & M. Co.

**Motors, Toys**

Kendrick & Davis Co.  
Lionel Corp.

**Novelties (See Toys and Novelties)****Office Equipment**

American Sales Book Co.  
David Lupton's Sons Co.

**Outlets**

American Wiremold Co.

**Packing Boxes and Material (See Boxes, Shipping)****Panel-Boards (See Switch-boards)****Percolators, Electric**

Electrahot Appliances Co.  
Manning Bowman Co.  
Westinghouse E. & M. Co.

**Plant, Light and Power**

Graybar Elec. Co.  
H. F. Sturtevant Co.  
Western Electric Co.  
Westinghouse E. & M. Co.

**Plates, Flush, Switch**

Arrow Elec. Co.  
General Electric Co.  
Paulding, Inc., John I.  
Sho-Lite, Inc.

**Plugs, Attachment, and Caps**

Arrow Elec. Co.  
Beaver Machine & Tool Co.  
Benjamin Elec. Mfg. Co.  
Cutler Hammer Mfg. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Hart Mfg. Co.  
Hubbell, Harvey, Inc.  
Metropolitan Elec. & Mfg.  
Co.  
Reynolds Spring Co.  
Geo. Richards & Co.  
Sears, Henry D.

**Plugs, Heater**

Beaver Machine & Tool Co.  
Electrahot Appliances Co.  
Reynolds Spring Co.  
Geo. Richards & Co.

**Plugs, Plural**

Beaver Machine & Tool Co.  
Geo. Richards & Co.

**Polishers and Buffers**

General Electric Co.  
Westinghouse E. & M. Co.

**Portable (See Lamps, Portable)****Projectors, Electric**

Curtis Lighting, Inc.  
General Electric Co.  
Graybar Elec. Co.

Sun-Ray Lig. Products Co.  
Universal Electric Stage  
Lighting Co.  
Westinghouse E. & M. Co.

**Pull Sockets**

Arrow Elec. Co.  
Benjamin Elec. Mfg. Co.  
Hart & Hegeman Mfg. Co.  
Hubbell, Harvey, Inc.  
Sears, Henry D.

**Pumps, Motor Driven**

Buffalo Forge Co.  
Fort Wayne Eng. & Mfg.  
Co.  
General Electric Co.  
Hydro Elec. Mfg. Co.  
Westinghouse E. & M. Co.

**Push Buttons**

General Electric Co.  
Westinghouse E. & M. Co.

**Radiant Heaters, Electric**

Westinghouse E. & M. Co.

**Radiant Heater Replacement Units**

Eagle Elec. Mfg. Co.  
Simplex Elec. Heating Co.

**Radiators, Electric Steam**

Electric Heating & Mfg. Co.

**Radio Books and Instruction**

McGraw-Hill Book Co.

**Radium Compound**

Specialties (Also see  
Locators)

**Radio Parts and Accessories**

Alter, Harry  
Atwater Kent Mfg. Co.  
Benjamin Elec. Mfg. Co.  
Dayton Fan & Motor Co.  
Elastoid Fibre Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Johns-Pratt Co.  
Patton-MacGuer Co.  
Rome Wire Co.  
Stromberg-Carlson Tel.  
Mfg. Co.  
Westinghouse E. & M. Co.

**Radio Receiving Sets, Complete**

Atwater Kent Mfg. Co.  
Dayton Fan & Motor Co.  
General Electric Co.  
Westinghouse E. & M. Co.

**Ranges, Combination**

A. J. Lindemann & Hover-  
son Co.  
Westinghouse E. & M. Co.

**Ranges, Electric**

A. J. Lindemann & Hover-  
son Co.  
Electrahot Mfg. Co.  
Graybar Elec. Co.  
Pronto Mfg. Co.  
Rutenber Elec. Co.  
Westinghouse E. & M. Co.

**Receptacles, Base Board and Wall**

Arrow Elec. Co.  
Beaver Machine & Tool Co.  
General Electric Co.  
Graybar Elec. Co.  
Hart & Hegeman Mfg. Co.  
Hubbell, Harvey, Inc.  
Paulding, Inc., John I.  
Reynolds Spring Co.  
Sears, Henry D.

**Rectifiers**

General Electric Co.  
Westinghouse E. & M. Co.

**Reflectors (See Shades and Reflectors)****Refrigerating Machines**

American Electric Co.  
Champion Electric Co.  
Coldak Corp.  
Delco Light Co.

# SEARCHLIGHT SECTION

## SURPLUS STOCKS—BUSINESS OPPORTUNITIES

### UNDISPLAYED—RATE PER WORD:

*Positions Wanted*, 6 cents a word, minimum \$1.25 an insertion, payable in advance.  
*Positions Vacant* and all other classifications, 10 cents a word, minimum charge \$2.00.  
*Proposals*, 40 cents a line an insertion.

### INFORMATION:

*Box Numbers* in care of any of our offices count 10 words additional in undisplayed ads.  
*Discount* of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

### DISPLAYED—RATE PER INCH:

1 to 3 inches.....\$8.65 an inch  
 4 to 7 inches..... 6.40 an inch  
 8 to 14 inches..... 6.20 an inch  
 Rates for larger spaces, or yearly rates, on request.  
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

Electrical Merchandising

### POSITIONS VACANT

**A COMPANY** operating a number of gas and electric properties in the East desires to secure the services of several ladies for their Home Service Department. Applicants should have had experience in the gas and electric departments of a public utility in the following lines of work: gas and electric cooking, minor maintenance and adjustments of gas and electric appliances, as well as being able to meet the public. The position will require some traveling and will pay a good salary with expenses, and offers an opportunity for advancement in a prominent and progressive organization. State age, experience, salary expected and enclose photo in first letter. P-958, Electrical Merchandising, Tenth Ave. at 36th St., New York.

### SALESMEN WANTED

#### Lighting Fixture Salesmen

Salesmen selling electrical dealers and jobbers to handle a side line of nationally known, popular priced lighting fixtures. Also several full time men with established fixture clientele. Write giving present line, exact territory covered, etc., to Royal Fixture Corporation, Milwaukee, Wisconsin.

#### Salesman Wanted On Commission Basis

To carry side line of Christmas tree lighting outfits for sale to toy, hardware and electrical dealers and jobbers. This is a large volume item. Write giving references, territory covered and previous experience with the line, if any. SW-962, Electrical Merchandising, Tenth Ave. at 36th St., New York.

## BRANCH MANAGERS WANTED

The oldest and largest electrical appliance manufacturer marketing its appliance to the consumer exclusively through its own factory branches is now entering a program of expansion.

We want several men between 25 and 40 years of age with a record as a salesman, and whose past will stand the most rigid investigation.

Those with experience selling washing machines, vacuum cleaners, electric refrigerators, electric ranges, sewing machines, office appliances, etc., are preferred. Others with a successful sales record will be given careful consideration.

This is your opportunity to go into business, practically for yourself, with unlimited capital and other resources behind you. Write us, giving a complete history of yourself and what you have done. Sell yourself in your first letter. All communications will be held in strict confidence.

An interview will be arranged later.

P-957, Electrical Merchandising,  
 7 South Dearborn St., Chicago, Ill.

### REPRESENTATIVES WANTED

#### Territories Open

We have several territories open for representation on our line of cut glass mirror switch plates. In reply state lines handled and territory covered. RW-909, Electrical Merchandising, Tenth Ave. at 36th St., New York.

#### Sales Rights Available

Chicago manufacturer of non-competitive, well advertised, fast selling electrical article, sold to electrical, radio and automotive trades, will give sole distributing rights to responsible organization having sales force throughout the United States and Canada. Wonderful business opportunity. Act at once. Reply to RW-964, Electrical Merchandising, 7 So. Dearborn St., Chicago, Ill.

## Sales Promotion Manager

Company with a large distribution in electric household appliances desires to employ a man of proven ability in the sales promotion of such products. The position would cover the hiring, educating and directing of the merchandising organization. Only those with extensive executive experience in this line need apply. The opportunity for further executive responsibility is offered. The position would warrant a salary of \$10,000 per year with additional compensation based on results.

AS-948, Electrical Merchandising  
 Tenth Ave. at 36th St., New York City

## Sales Correspondent

### Wanted as

#### Sales Promotion Manager

By New York State manufacturer of major electrical household appliances.

The man should be at least thirty, with experience in the household appliance field which equips him to assume real responsibility for the planning and executing of sales promotion work to and thru central stations, dealers and distributors.

To the man with the necessary training, experience, initiative and ability the position offers interesting opportunities and stability.

Replies held strictly confidential by General Sales Manager, so please give complete information, including length of service and products sold in last three positions and salary received.

Our present organization knows this advertisement is appearing and all replies will be acknowledged.

AS-966, Electrical Merchandising  
 Tenth Ave. at 36th St., New York City

### BUSINESS OPPORTUNITIES

#### Business For Sale

A well established thriving electrical business in a live city in the Middle West, annual business over \$100,000. A real opportunity. BO-944, Electrical Merchandising, 7 So. Dearborn St., Chicago, Ill.

**Electrical Contracting and Fixture Shop**  
 For sale in fast growing Detroit suburban territory. Price \$5,200. BO-965, Electrical Merchandising, Guardian Bldg., Cleveland, Ohio.

**Hollywood Electrical and Radio Store**  
 Can be purchased. Established many years, same location, center of Hollywood, California. Good lease. Doing excellent business in radios and general electrical supplies and service. If you want a going concern with profits from the first day, write for details. C. H., Room 815, 333 W. 2nd St., Los Angeles, California.

#### Large and Substantial Electrical Contracting Business

With profitable store trade and household appliance business for sale in city of over fifty thousand population. Valid reasons for discontinuing business. BO-963, Electrical Merchandising, 1600 Arch St., Philadelphia, Pa.

### SALES MANAGER OR ASSISTANT TO EXECUTIVE

Available July 1, exceptionally extensive selling and merchandising experience with national commodities for large manufacturers. Under 35 years. Capable of planning campaigns and developing business. Road and inside executive experience. Now assistant director of sales for nationally known concern. Best references. Address  
 PW-960, Electrical Merchandising  
 1600 Arch St. Phila., Pa.

## CHAIN-STORES SALES-MANAGER AVAILABLE

Sales-manager of a chain of retail stores, selling electrical appliances in goodly volume per capita, is available. Experience includes management of chain, purchase and sale of merchandise, training of inside and outside sales-people.

In one year, chain sold largest number of one particular appliance per capita in U. S. Since 1920, appliance sales have enjoyed approximately 100% increase.

Well-informed in all branches of modern merchandising. Sponsor for sales-campaigns of unique character and resultfulness.

Would bring valuable retail angle to central station or to electrical appliance manufacturer.

Available by midsummer or before. Address

SA-961, Electrical Merchandising  
 Tenth Avenue at 36th Street  
 New York City



## WANTED

**ENGINEER** To establish and operate manufacturing plant and handle distribution of product

or

**MANUFACTURER** To manufacture and distribute in U. S. English Company's

## TUMBLER SWITCHES

An opportunity for an **INDIVIDUAL**, or **FIRM**, of integrity and ability to connect with an **ENGLISH HOUSE OF REPUTE**.

*A Principal of one of the oldest and best known English manufacturers—established over thirty years, and having a unique reputation for the quality of their product—is at present in United States.*

He will be glad to hear from

**ENGINEERS** having a thorough knowledge of the electrical business, underwriters requirements, etc., and possessing the necessary qualifications for establishing and operating a plant and taking control of the manufacture and marketing of switches in U. S. Only men of integrity and ability are invited to apply giving full particulars of their technical, manufacturing, design, and commercial experience, which will be treated as confidential.

**ALTERNATIVELY**, he will be interested to hear from established

**MANUFACTURERS** of kindred apparatus who would consider adding the manufacture of tumbler switches to their existing line, and becoming associated for general mutual benefit with an English House.

W-954, Electrical Merchandising, Tenth Avenue at 36th Street, New York City

## "Opportunity" Advertising:

Think "**SEARCHLIGHT**" First!

0100

FOR SALE CHEAP

### OPALUME SIGN

1—Vertical, 14-in. letters on both sides, reading: "ELECTRIC SHOP." No further use for sign.

**ST. JOHNS ELECTRIC SHOP**  
115 E. Walker St., St. Johns, Michigan

The Buyer—  
The Employer—  
The Agent—  
The Seller—  
The Employee—  
The Dealer—

## You Can Reach Them All

through the

## SEARCHLIGHT SECTION

Searchlight advertisements are quick acting. They usually bring prompt returns. There is no better way to reach the men of the *Electrical Merchandising* field at small cost.

For Every Business Want "**Think SEARCHLIGHT First**"



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**Electric Corp.**  
Electro-Kold Corp.  
Frigidaire, Delco Light Co.  
Gibson Refrigerator Co.  
Grand Rapids Refrigerator Co.  
Iron Mountain Co.  
Kelvinator Sales Corp.  
Savage Arms Corp.  
Serv-el Corp.  
Socold Refrigerating Corp.

**Resistance Units**  
General Electric Co.  
Westinghouse E. & M. Co.

**Rheostats**  
American Flyer Mfg. Co.  
Atwater Kent Mfg. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Westinghouse E. & M. Co.

**Rolls, Wringer**

**Rosettes**  
Arrow Elec. Co.  
General Elec. Co.  
Hart & Hegeman Mfg. Co.  
Sears, Henry D.

**Sales Books**  
American Sales Book Co.

**Screw Machine Products**  
Warner Bros.

**Searchlights (See Projectors, Electric)**

**Sewing Machines, Electric**  
Champion Electric Co.  
Western Electric Co.

**Shade Holders**  
Benjamin Elec. Mfg. Co.  
Curtis Lighting, Inc.  
Faries Mfg. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Sears, Henry D.

**Shades and Reflectors**  
Curtis Lighting, Inc.  
Day-Brite Reflector Co.  
Faries Mfg. Co.  
Frink, I. P., Inc.  
General Electric Co.  
Guth Co., Edwin F.  
Hubbell, Harvey, Inc.  
Macbeth Evans Glass Co.  
Sun-Ray Ltg. Products Co.  
Wheeler Reflector Co.

**Shades, Silk & Parchment**  
Guth Co., Edwin F.

**Shelving, Steel**  
David Lupton's Sons Co.

**Shipping Boxes and Cases (See Boxes, Shipping)**

**Signal Systems**  
General Electric Co.

**Signs, Electric**  
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Flexlume Corp.  
Frink, I. P., Inc.

**Sirens (See Horns and Sirens)**

**Soap, Washing Machine**  
Horton Mfg. Co.  
Lever Bros. Co.

**Sockets and Receptacles (See also Pull Sockets)**  
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Anylite Electric Co.  
Arrow Elec. Co.  
Atwater Kent Mfg. Co.  
Beaver Machine & Tool Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.

Hubbell, Harvey, Inc.  
Reynolds Spring Co.  
Sears, Henry D.

**Shoe Repairing Machines, Electric**  
Champion Electric Co.

**Soldering Irons (See Irons, Soldering)**

**Solderless Joints**  
H. B. Sherman Mfg. Co.  
Weiss & Biheller, Inc.

**Sprayers, Portable Electric**  
Clements Mfg. Co.

**Stage Lighting Apparatus**  
Curtis Lighting, Inc.  
General Electric Co.  
Universal Electric Stage Lighting Co.

**Stamping, Brass, Etc.**  
Acme Mfg. Co.  
Faries Mfg. Co.  
Kawneer Co.  
Patton-MacGuer Co.

**Stamping, Light Metal**  
Warner Bros.

**Stands, Vise, Portable**  
Martin & Sons, H. P.

**Starters, Motor**  
General Electric Co.  
Square D Co.  
Wagner Elec. Co.  
Westinghouse E. & M. Co.

**Storage Batteries**  
Westinghouse E. & M. Co.

**Store Fixtures (See Fixtures Lighting, Show Case and Window)**

**Store Equipment**  
American Sales Book Co.  
Burroughs Adding Machine Co.  
David Lupton's Sons Co.

**Store Fronts, Copper**  
Kawneer Co.

**Stoves, Electric**  
Armstrong Mfg. Co.  
A. J. Lindemann & Hover-son Co.  
National Stamping & Elec-  
tric Co.  
Westinghouse E. & M. Co.

**Stoves Cook, Electric, Fire-  
less Type**  
Excel Elec. Co.  
Westinghouse E. & M. Co.

**Stoves, Table (See Grills  
and Table Stoves)**

**Supplies, Wiring, Electric**  
American Wiremold Co.  
Bryant Elec. Co.  
General Electric Co.  
Graybar Electric Co.  
Hart & Hegeman Mfg. Co.  
Rome Wire Co.  
Square D Co.

**Switchboards**  
Benjamin's Mfg. Co.  
General Electric Co.  
Westinghouse E. & M. Co.

**Switchboard Materials**  
Graybar Electric Co.  
Westinghouse Elec. & Mfg.  
Co.

**Switches, Canopy**

Arrow Electric Co.  
Beaver Machine & Tool Co.  
Cutler-Hammer Mfg. Co.  
Sears, Henry D.

**Switches, Feed Through**

Arrow Elec. Co.  
Beaver Machine & Tool Co.  
Cutler-Hammer Mfg. Co.

**Switches, Flush**

Reynolds Spring Co.

**Switches, Knife**

General Electric Co.  
Hart & Hegeman Mfg. Co.  
Reynolds Spring Co.  
Westinghouse E. & M. Co.

**Switches, Pendant**

Arrow Elec. Co.  
Beaver Machine & Tool Co.  
Cutler-Hammer Mfg. Co.  
Hart & Hegeman Mfg. Co.  
Sears, Henry D.

**Switches, Push Button and Snap**

Arrow Elec. Co.  
Atwater Kent Mfg. Co.  
Beaver Machine & Tool Co.  
Cutler-Hammer Mfg. Co.  
General Electric Co.  
Hart & Hegeman Mfg. Co.  
Hubbell, Harvey, Inc.  
Sears, Henry D.  
Skinner & Son  
Westinghouse E. & M. Co.

**Switches, Safety**

Domestic Electric Co.  
General Electric Co.  
Johns-Pratt Co.  
Square D Co.

**Switches, Time**

Berry, A. Hall  
Campbell Mfg. Co.  
General Electric Co.

**Switches, Tumbler**

Hart & Hegeman Mfg. Co.

**Table Appliances, Electric**

A. J. Lindemann & Hover-son Co.  
Western Electric Co.  
Westinghouse E. & M. Co.

**Tape and Cloth, Insulating**  
Appleton Rubber Co.  
Firestone Tire & Rubber Co.  
General Electric Co.  
Hofstad Rubber Co.  
Westinghouse E. & M. Co.

**Telephones**

Stromberg-Carlson Tel. Mfg.  
Co.

**Terminals**

Patton-MacGuer Co.  
Sherman Mfg. Co., H. B.

**Testing Devices, Meter**

Johns-Pratt Co.  
Westinghouse E. & M. Co.

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General Electric Co.

**Theater Apparatus, Electric**

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Universal Elec. Stage Light-  
ing Co.  
Westinghouse E. & M. Co.  
Wheeler Reflector Co.

**Toasters, Electric**

Gold Seal Elec. Co.  
Graybar Elec. Co.  
A. J. Lindemann & Hover-son Co.  
Manning Mowman & Co.  
Rock Island Mfg. Co.  
Rutenber Elec. Co.  
Westinghouse E. & M. Co.

**Tools, Wiring**

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Koch & Co., Paul W.  
Martin & Sons, H. P.  
Westinghouse E. & M. Co.

**Toys & Novelties, Electric**

Alaska Freezer Co.  
American Flyer Mfg. Co.  
Lionel Corp.

**Traffic Controllers**

Betts, James H.

**Transformers, Bell Ringing**

Betts, James H.  
General Electric Co.  
Lionel Corp.  
Westinghouse E. & M. Co.

**Transformers, General**

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Campbell Mfg. Co.  
General Electric Co.  
Westinghouse E. & M. Co.

**Transformers, Radio**

Atwater Kent Mfg. Co.  
Campbell Mfg. Co.  
Hart & Hegeman Mfg. Co.

**Vacuum Cleaners, Electric**

Clements Mfg. Co.  
Electric Household Utilities  
Co.  
Electric Vacuum Cleaner Co.  
P. A. Geier Co.  
Graybar Elec. Co.  
Hamilton Beach Mfg. Co.  
Hoover Co.  
Sturtevant Co., B. F.  
United Electric Co.  
Wright Co., M. S.  
Wise-McClung Co., Ltd.

**Variometers & Vario-couplers****Ventilating Apparatus &  
Systems**

American Blower Co.  
Buffalo Forge Co.  
Emerson Electric Mfg. Co.  
B. F. Sturtevant Co.

**Vibrators, Electric**

Arnold Electric Co.  
Eastern Laboratories, Inc.  
P. A. Geier Co.  
Graybar Elec. Co.  
Hamilton Beach Mfg. Co.  
National Stamping & Elec.  
Wks.

**Violet Ray Specialties**

Eastern Laboratories  
National Stamping & Elec.  
Co.

**Vises, Pipe**

Martin & Sons, H. P.  
Rock Island Mfg. Co.

**Waffle Irons**

A. J. Lindemann & Hover-son Co.  
Manning Bowman & Co.  
National Stamping & Elec.  
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Westinghouse E. & M. Co.

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Automatic Electric Washer  
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Brammer Washing Machine  
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Clements Mfg. Co.  
Conlon Corp.  
Dunham Co., Geo. W.  
Eden Washer Corp.  
Electric Household Utilities  
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Foote-Burt Co.  
P. A. Geier Co.  
G. R. S. Products  
Graybar Electric Co.  
Haag Bros. Co.  
Horton Mfg. Co.  
1900 Washer Co.  
Laundrette Mfg. Co.  
One Minute Mfg. Co.  
Savage Arms Corp.  
Voss Bros. Mfg. Co.  
Woodrow Mfg. Co.

**Washing Machine Tubs**

Celina Mfg. Co.  
Horton Mfg. Co.  
Medringhaus, Inc.

**Water Heaters, Electric**

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Electric Heating & Mfg. Co.  
Fort Wayne Eng. & Mfg.  
Co.  
General Electric Co.  
National Stamping & Elec.  
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**Water Purifiers**

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**Water Supply Systems,  
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**Welding and Cutting Appa-  
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**Window and Store Display  
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**Window Trimmings**

National Plush Co.

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Driver-Harris  
General Electric Co.  
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Rockbestos Corp.  
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## Now You Can Say:

***"I'll increase your show case patronage 562% with Benjamin Show Case Lighting Equipment"***

More business, which logically means bigger profits, is the only thing of importance to retailers—especially when they are asked to consider a change in store equipment.

So here is a sure-fire sales approach in the selling of Benjamin Show Case Lighting Equipment. In an average store, folks were counted passing and stopping before a counter with ordinary lighting. The score was: 1,804 passed by and 38 stopped. Later this same show case was equipped with Benjamin Show Case Lighting Fixtures and the passersby counted again. This time the score was 1,798 passed by and 213 stopped. An increase of 562%.

Can any dealer reasonably refuse this increase in sales?

*You can sell it to them!* Show them how it is done in your own show rooms. Benjamin Show Case Lighting Equipment can be easily installed in any show case, straight or curved, because of its sectional construction, and variety of lengths. Two screws at each joint furnish the means of both electrical and mechanical connections. Give an even distribution of light over the display, using standard tubular lamps. Lamps are removed or replaced without disturbing the contents of the case. Conforms to the most rigid inspection rules anywhere.

Send for Special Show Case Lighting Literature.  
Address our nearest office

**Benjamin Electric Mfg. Co.**

120-128 South Sangamon Street, Chicago

New York: 247 West 17th Street

San Francisco: 448 Bryant Street

Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ontario

# BENJAMIN

TRADE MARK



# MARION MODEL 99 RANGE

*With or Without Oven Temperature Control*



## Salient Points—

White porcelain enamel top.

Removable, interchangeable oven elements.

Armco rustless steel

Removable oven lining

Diamond H reciprocating switches

**Jobbers, dealers and power companies are selling this range successfully because it is priced to meet the needs of the majority**



*Successfully Made By*  
**Rutenber Electric Company, Inc.**  
*General Offices and Factory*  
**MARION • INDIANA**

San Francisco, Calif.  
 Sharon Bldg.,  
 New Montgomery St.  
 Omaha, Nebr.,  
 318 Brokers Bldg.,  
 12th and Farnum Sts.

Boston, Mass.  
 101 Milk St.  
 New York City, N. Y.,  
 145 W. 45th St.  
 St. Louis, Mo.,  
 1210 Arcade Bldg.

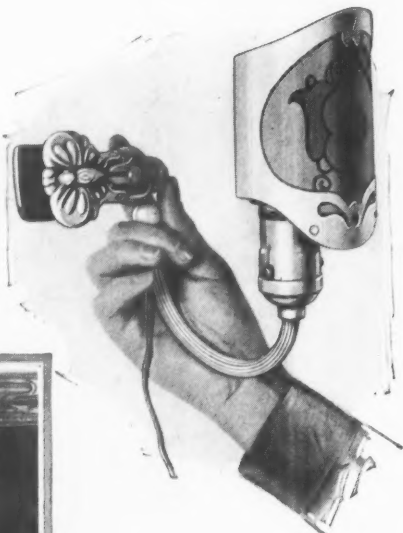
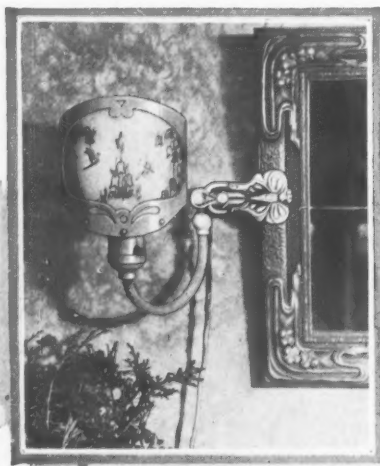
Denver, Colo.,  
 563 Fourteenth St.  
 Chicago, Ill.,  
 56 E. Randolph St.  
 Philadelphia, Pa.,  
 333 North Fourth St.

Detroit, Mich.,  
 3337 Whitney Ave.  
 New Haven, Conn.,  
 152 Temple St.  
 St. Paul, Minn.,  
 2362 University Ave.

# SUMMER MERCHANDISE

Softly padded Clamp slips over edge of furniture. Fastens firmly by turning Wing Nut with fingers. Connects by Separable Plug to any convenient outlet. No marring of furniture—no tools—no wiring.

It's a  
**"RED SPOT"**  
Product



## Attachette

meets the large popular demand that exists for a neat, handy, portable, attachable and easily adjustable light which may be fastened on easy chairs, dressing tables, mirrors, desks, radio cabinets, sewing machines, book-shelves, bedsteads, or any of the many locations where either a temporary or permanent "seeing light" is desired.

**New Low Prices  
New Data on Attachette  
Shield Shades**

*WANTED* merchandise is what sells in summer.

ATTACHETTE is *wanted* by every member of every family that lives in an electrically wired home.

But you've got to show it.

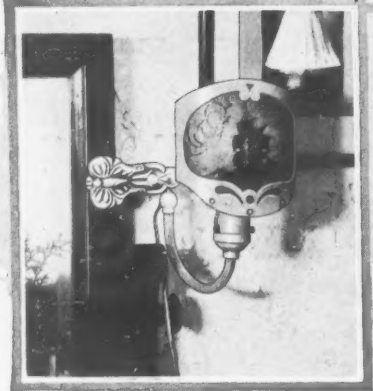
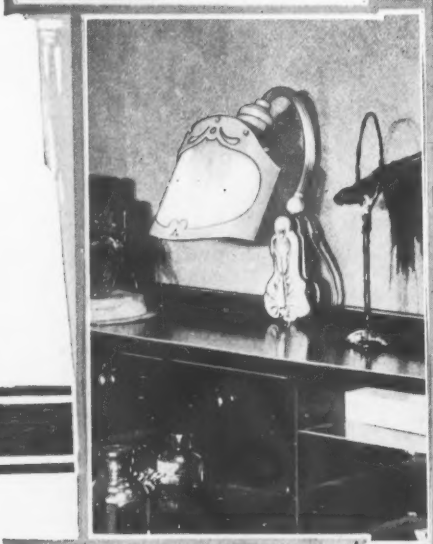
Display the ATTACHETTE prominently in your store and the big popular *want* which exists for an attachable light unit will crystallize into quick sales and easy profits.

You doubt it?—order a Display Assortment  
2 Attachettes      2 Shield Shades  
and the beautiful 6-color Display Stand

**\$5.50 complete**

Order through your Jobber or Direct

**The F. W. Wakefield Brass Co.**  
Vermilion, Ohio, U. S. A.



There are three classes of Commercial Lighting jobs — special, cheap and standard. For each class of installation there is *exactly* the right

**"RED SPOT" HANGER**

Right in price, right in design and finish, and everlastingly right in quality and craftsmanship.

*It takes less time to hang "Red Spots"*

